

KEVIN K. JOHNSON, APLC

KEVIN K. JOHNSON
JEANNE L. MacKINNON
HEIDI E. BROWN

A PROFESSIONAL LAW CORPORATION
ATTORNEYS AT LAW
600 WEST BROADWAY, SUITE 225
SAN DIEGO, CALIFORNIA 92101

TELEPHONE (619) 696-6211

FAX (619) 696-7516

August 19, 2013

Mark Slovick, Project Manager
County of San Diego Planning and Development Services
5510 Overland Avenue, Suite 310
San Diego, CA 92123
Mark.Slovick@sdcounty.ca.gov
(858) 495-5172

Subject: DEIR Public Comment to the Proposed Accretive Lilac Hills Ranch General Plan Amendment and Specific Plan PDS2012-3800-12-001(GPA), PDS2012-3810-12-001 (SP), Draft Environmental Impact Report (DEIR) **Project Alternatives**

Dear Mr. Slovick:

This firm represents Heart of Valley Center, a California Non-Profit Corporation. On its behalf, we offer the following comments on the Alternatives Section of the Lilac Hills Ranch DEIR.

By way of brief summary, the DEIR Project Alternatives Analysis in Chapter 4 of the Lilac Hills Ranch DEIR is grossly defective in meeting CEQA requirements.

The biased DEIR "Objectives" (See Attachment "A", August 16, 2013 Comment Letter from Mark Jackson) have led to the selection of a limited number and scope of alternatives that have been subjected to minimal to modest levels of comparative analysis. The failure to identify at least one, if not two, off-site Alternatives for comparative analysis is a fatal legal flaw and indicative of the overall bias in the DEIR towards building The Project in only one location.

In addition, and equally as fundamental to an adequate Alternatives analysis, the DEIR fails to accurately and fairly identify and evaluate significant environmental impacts. For example, impacts upon agricultural resources have been mischaracterized and understated. Traffic impacts have also been significantly understated. The DEIR

August 19, 2013

needs to be completely revised with emphasis upon accurate impact analysis and then a responsive and meaningful selection of project Alternatives should be presented for specific comparative analysis.

Heart of Valley Center, as well as the communities of Bonsall and Valley Center, support the General Plan Consistent Alternative as the proper land use density and zoning for this Project. The 110 unit residential density with A70 zoning is the maximum density land use that the Circulation Element Road Network will support without Direct Development Impact.

The proposed 110 unit semi-rural General Plan Consistent Alternative is consistent with the overall Land Use design for the Valley Center Planning Area that is the regional basis of the August 3, 2011 San Diego County General Plan. This design locates Village density growth in the North and South Villages of central Valley Center where existing infrastructure is available to accommodate the region's share of San Diego County future growth.

A. The DEIR Impermissably Fails To Identify And Compare Off-Site Alternatives

The Lilac Hills Ranch Project Alternatives from Section 4.0 are:

1. No Project/No Development Alternative
2. No Project / Existing Legal Lot Alternative (49 EDU + no commercial)
3. General Plan Consistent Alternative (110 EDU + no commercial)
4. Reduced Footprint Alternative (1251 EDU + 6 acres of commercial)
5. Reduced Intensity Alternative (881 EDU + 5.6 acres of commercial)
6. 2.2C (Hybrid) Alternative (1365 EDU + 15.3 acres of commercial)

The Alternative Location Section 4.1.1.1 contains the equivalent of a "card trick" by taking Objective 1 ("Develop a community within northern San Diego County..."(DEIR 1.1)) and redefining it as building the project only on 600 acres in the "Valley Center-Bonsall area". This recasting of project Objective 1 then leads to a summary dismissal of alternate project sites and a failure to adequately analyze alternate project sites.

When a project seeks to change a site's land use designation as the LHR Project does, consideration of alternative sites is particularly important. A "proposed change in allowed uses raises a policy question of whether the site is appropriate for the new use." Kostka & Zischke, *Practice Under the California Environmental Quality Act* §15.26 at pp. 759-760 (March 2013 Update). At a minimum, resolution of this question depends on a comparison of the advantages and disadvantages of the project site with other sites that are already actually designated for the proposed use. See e.g., *Citizens of Goleta Valley v. Board of Supervisors* (1988) 197 Cal.App.3d 1167, 1179. Under these circumstances, the County as the lead agency should require an evaluation of alternative sites.

August 19, 2013

The CEQA Guidelines outline three issues lead agencies should consider when screening potential alternative sites for inclusion in the EIR. See 14 Cal. Code Regs. §15126.6(f)(2): (1) Whether any of the project's significant impacts would be avoided or substantially lessened by locating the project elsewhere-this includes locations which are environmentally superior to the project site; (2) When a lead agency concludes that no feasible alternative locations exist, it should include its reasons in the EIR; (3) The agency should determine whether alternative locations have been sufficiently analyzed in a previous document.

Specific nonexclusive factors agencies may consider when assessing the feasibility of alternative sites include: site suitability, economic viability, general plan consistency, other plans or regulatory limitations, jurisdictional boundaries, whether the project proponent already owns the project site and whether the project proponent can acquire, control or have access to the site if it does not own it. 14 Cal. Code Regs. §15126.6(f)(1); *Citizens of Goleta Valley v. Board of Supervisors* (1990) 52 Cal.3d 553, 576. None of these factors, taken in isolation, sets a limit on the scope of reasonable alternatives to be considered in the EIR. 14 Cal. Code Regs. § 15126.6(f)(1).

Employing the foregoing CEQA authority and factors, there are multiple alternative off- site locations appropriate for detailed analysis and comparison. For example, there are hundreds of acres of land immediately adjacent to the existing North and South Villages of Valley Center which under the County general plan and the Valley Center Community Plan could accommodate the number of housing units proposed by the Applicant without a general plan amendment. There is room for related commercial development and there is infrastructure in place to support the growth which is contemplated under both the County of San Diego and Valley Center Community Plans.

In addition, the DEIR authors need to evaluate the Escondido Downtown Specific Planning Area for at least one alternative project site. Specifically, the City of Escondido **SINCE 2007** has been developing an infill redevelopment mixed use Downtown Specific Plan Area (SPA) less than 14 miles south from the proposed Lilac Hill Ranch project. The Escondido Downtown SPA has a (City of Escondido) General Plan build-out Equivalent Dwelling Unit increase (EDU) of 5,275 EDU plus additional mixed use commercial uses.

Unlike the Accretive Project, a Downtown 1,746 EDU Escondido Equivalent Project would **meet Smart Growth and LEED-ND location requirements**. It would be an infill development with requisite infrastructure and **truly within walking distance of the Escondido Transit Center** which has access to the Sprinter Train as well as being a hub for North County and Metropolitan Bus lines. Additionally, this location is less than a mile from access to I-15.

The 1,746 EDU Escondido Equivalent Project would benefit from neighboring, existing medical, school, fire and police facilities, and very importantly, from Circulation Element Roads and mass transit. The Air Quality and Greenhouse Gas impacts of

August 19, 2013

siting the project in Downtown Escondido are orders of magnitude less than the proposed project site in rural greenfield agricultural lands.

Impacts on Biology, Agriculture, and Community Character would be non-existent. The Escondido Downtown SPA easily accommodates a project of equivalent size to the proposed Lilac Hills Ranch project and is consistent with both the City of Escondido General Plan and the County of San Diego General Plan.

The Escondido Downtown SPA also provides a more viable solution for senior living facilities, including Assisted Living, because it is within two miles from the two Palomar Hospitals and major medical facilities.

The Downtown Escondido Interim SPA document is available at the following link, and is included with this letter as Attachment "B".

<http://www.escondido.org/Data/Sites/1/media/pdfs/Planning/DowntownSpecificPlan.pdf>

Please also compare the Escondido Downtown SPA level of specificity and completeness of design to that of the Accretive Lilac Hills Ranch Specific Plan. The Escondido Downtown SPA is more complete than the Accretive Lilac Hills Ranch Specific Plan and can be efficiently analyzed as a project alternative in a revised DEIR.

The Final Downtown Escondido Specific Plan Area was approved by the Escondido City Council on August 7, 2013. Building in this area would embody the quintessential "Smart Growth" goals and policies of the San Diego County General Plan.

Infill development is recognized County wide as the ideal path towards meeting housing needs and avoiding and/or reducing a wide range of serious impacts on the environment. In the context of the proposed Lilac Hills project, building the project within the Downtown Escondido Specific Plan area will not require a far reaching set of amendments to the County General plan. This advantage needs to be addressed in the Alternatives Section of the DEIR as well as in the General Plan/Community Plan Consistency analysis in the revised DEIR.

The revised DEIR should also include a review of the region wide benefits of focusing development in existing cities as opposed to rural unincorporated areas. In this regard, please review and address the findings in Attachment "C" entitled, "An Alternative Development Scenario for San Diego County" a report dated June 9, 2010, prepared on behalf of the Cleveland National Forest Foundation by Larry Orman, Executive Director of GreenInfo Network (Appendices to the report are not included in this attachment).

August 19, 2013

B. The Reduced Footprint, Reduced Intensity, and 2.2 C Hybrid are not valid Alternatives

These three “Alternatives” are mere generalized density variations of the Project. There is no explanation of how the footprint variations between and amongst the Alternatives were determined. This is very important. What were the considerations for example in the locations and mix of homes in the Reduced Footprint Alternative (Alternative 5)? There is no mapping of lot locations so all the public knows is the proposed number of units—floating somewhere on the project site.

An EIR must contain sufficient information about each alternative to permit an evaluation of the alternatives’ and the project’s relative merits. 14 Cal. Code Regs. § 15126.6(a). The analysis must contain enough concrete information about each alternative to allow a fact-based comparison of the alternatives with the project. 14 Cal. Code Regs. §15126.6(d). An EIR should “explain in meaningful detail” a range of alternatives to the proposed project. *Laurel Heights Improvement Association v. Regents of Univ. of Cal.* (1988) 47 Cal.3d 376, 406.

The DEIR lacks fact-based comparison, meaningful detail and concrete information. For example, the absence of rationale for alternative designs and the comparative details on actual impacts leads to material questions in almost all the impact categories.

Why, for example, are there no senior residences in Alternative 5? Would not traffic generation be reduced by building single family senior homes versus standard single family homes?

Why is there no “Single Family Attached” housing in the Reduced Footprint Alternative (Alternative #4) when, naturally, more attached units can be built on less acreage?

How can the water reclamation be exactly the same for all of these alternatives?

Why are only 40 extra acres of sensitive biological resources preserved under Reduced Intensity Alternative (#5) when the number of residential units is cut by half?

What is meant by “Circulating Road” versus “Non-Circulating Road”? What explains the similar “Non-Circulating Road Impacts” for these three alternatives—even the Reduced Intensity Alternative (#5)?

Importantly, there is evidence (see letter dated August 6, 2013 from Kevin K. Johnson APLC) that the project applicant does not have road easement rights and line of sight conditions that will allow the project to be built. Do any of these Alternatives present road infrastructure needs that don’t require the subject easements and lines of site?

August 19, 2013

Are any of these Alternatives actually feasible given the road easement and line of sight issues as well as the lack of sewer and recycled water line easements addressed under separate cover? (See July 31, 2013 comment letter from resident Mark Jackson.)

Will each of these Alternatives require the 10 Exemptions from County Road Standards being requested by the Applicant but not disclosed in the DEIR? How can the need for some or all of these exemptions be avoided by each Alternative?

Also, the “comparative analysis” within the Alternatives Section of the DEIR seems to assume that there are linear mathematical consequences for each increment of increased traffic. This is an over simplification and is misleading.

The failure of DEIR Table 4-1 to compare actual ADT numbers between the various alternatives is unjustifiable. For the table to actually help the public and the decisionmakers to understand the traffic impacts between and amongst all six alternatives, the ADT numbers need to be presented and the variations carefully discussed.

DEIR Table 4-1 should also include numbers on the Green House Gas impacts of the project and the alternatives once said numbers are actually developed. (See correspondence from Shute, Mihaly and Weinberger dated August 19, 2013 on the inadequate GHG analysis in the DEIR)

How can the Reduced Footprint Alternative (#4) require the exact same amount of “Manufactured Slopes” as the Project itself? Similarly, how does the Reduced Intensity Alternative footprint, have just 2.5 acres less manufactured slopes than the project itself (65 vs 67.5)?

Why is there not more “Common Areas/Agriculture” acreage under the Reduced Footprint Alternative? Is there a feasible redesign that could preserve more agricultural land? Also, please break down the acreage between “Common Areas” vs “Agriculture”.

Table 1 below submitted by Heart of Valley Center displays all of the information provided in the DEIR (with the exception of a one page map provided for some of the Alternatives) for the Project and Alternatives four through six.

Table 1 –Limited Information of 3 Alternatives

Land Use	Project		Reduced Footprint		Reduced Intensity		2.2 C (Hybrid)	
	Gross Acreage	Units/Sq. Ft.	Gross Acreage	Units/Sq. Ft.	Gross Acreage	Units/Sq. Ft.	Gross Acreage	Units/Sq. Ft.
Single Family Detached	158.8	903	142.1	783	275.5	881	177.0	792
Single Family Senior	75.9	468	71.1	468	0		75.9	468
Single Family Attached	7.9	164	0		0		4.3	105
Commercial/Mixed Use	15.3	211	6.0		5.6		15.3	
Water Reclamation	2.4		2.4		2.4		2.4	
RF/Trailhead	0.6		0		0.6		0.6	
Detention Basin	9.4		5.4		5.5		5.5	
School Site	12.0		9.0		0		12.0	
Private Recreation	2.0		0		0		2.0	
Group Residential/Care	6.5		0		0		6.5	
Institutional	10.7		10.7		10.7		10.7	
Park - HOA	11.8		10.0		3.0		11.8	
Park - Dedicated to County	12.0		6.0		9.0		12.0	
Biological Open Space	103.6		168.8		102.7		103.6	
Non-circulating Road	45.7		45.7		41.5		43.1	
Circulating Road	37.6		37.6		21.5		30.0	
Common Areas/Agriculture	20.2		20.2		65.0		45.0	
Manufactured Slopes	67.5		67.5		65.0		50.0	
Other/Accretive Math Error*	8.1		5.5		0		0.3	
Total	608.0	1746	608.0	1251	608.0	881	608.0	1365

* Table 4-1 from DEIR Chapter 4 Project Alternatives has the indicated arithmetic errors in gross acreage

sq. ft. = Square

HOA = Homeowner's

The Applicant's information here has multiple math errors (refer to Attachment "D" – Table 4-1 from DEIR Chapter 4 Project Alternatives). Alternatives four and six did not even specify lot locations. These deficiencies need to be corrected.

DEIR Table 4-1 will need to be augmented in a revised DEIR with other significant impact areas, including noise, agriculture, greenhouse gases and fire/public safety. Definitions of each of the land use categories should be provided (for example what is the definition of Commercial/Mixed use?) The table, or a separate table, should compare mitigation measures associated with the various Alternatives.

Similarly, DEIR Table 4-2 is not useful as an analytical and comparative tool because the categories of "Less", "Similar", and "Greater" are too general and qualitatively and quantitatively undefined. How much "Less" and how much "Greater" are appropriate issues to be analyzed.

August 19, 2013

C. The Project Itself Does Not Meet All of the Objectives

Table 2 below submitted by Heart of Valley Center rates scoring of Alternatives **against the Applicant's biased eight Objectives**. The three variant Alternatives are scored the same as the Project, except for the 2.2C Hybrid Alternate. The 2.2 C Hybrid Alternate includes Senior Housing, so it scores one Objective higher than the other two. The Downtown Escondido Specific Plan is included in this chart for comparison purposes.

TABLE 2 - COMPARISON TO PROJECT OBJECTIVES

Objectives	Project	Alternates						
		Downtown Escondido SPA	No Project/No Development	No Project/Legal Lot	General Plan Consistent	Reduced Footprint	Reduced Intensity	2.2 C Hybrid
1 - Develop a community within northern San Diego County in close proximity to a major transportation corridor consistent with the County's Community Development Model for a walkable pedestrian-oriented mixed-use community	No	Yes	No	No	No	No	No	No
2 - Provide a range of housing and lifestyle opportunities in a manner that encourages walking and riding bikes, and that provides public services and facilities that are accessible to residents of both the community and the surrounding area	No	Yes	No	No	No	No	No	No
3 - Provide a variety of recreational opportunities including parks for active and passive activities, and trails available to the public that connect the residential neighborhoods to the town and neighborhood centers	Yes	Yes	No	No	Yes	Yes	Yes	Yes
4 - Integrate major physical features into the project design, including major drainages, and woodlands creating a hydrologically sensitive community in order to reduce urban runoff	No	Yes	No	No	No	No	No	No
5 - Preserve sensitive natural resources by setting aside land within a planned and integrated preserve area	Yes	N/A	No	No	Yes	Yes	Yes	Yes
6 - Accommodate future population growth in San Diego County by providing a range of diverse housing types, including mixed-use and senior housing	Yes	Yes	No	No	No	No	No	Yes
7 - Provide the opportunity for residents to increase the recycling of waste	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
8 - Provide a broad range of educational, recreational, and social uses and economically viable commercial opportunities within a walkable distance from the residential uses	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Total Number of Objectives Met	5/8	7/8	2/8	2/8	4/8	4/8	4/8	5/8

Clearly, the Downtown Escondido Specific Plan area meets the project objectives better than The Project and the "Alternatives".

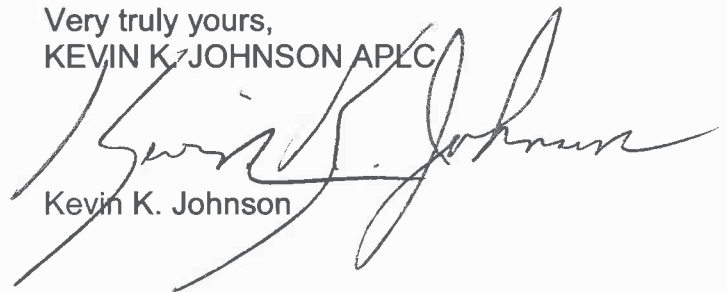
August 19, 2013

D. Summary and Conclusion

The Alternatives section must provide information sufficient to allow an informed comparison of the impacts of the project with those of the alternatives. *Kings County Farm Bureau v. City of Hanford* (1990) 221 Cal.App.3d 692, 733. In the absence of analysis of an alternative site and in view of the many identified inadequacies in the alternatives discussion, the DEIR needs to be rewritten and recirculated for public review and comment.

All significant impacts need to be identified and thoroughly analyzed with detailed attention to avoidance and mitigation measures. The project objectives should be revised to avoid obvious bias towards the Project. A new Alternatives Section needs to be developed consistent with actual impacts and the selection of Alternatives that meaningfully avoid or materially reduce the subject impacts. Impact variations under the new Alternatives Section should be detailed and carefully analyzed.

Very truly yours,
KEVIN K. JOHNSON APLC



Kevin K. Johnson

Reference A: Escondido Downtown Interim Specific Plan Area

<http://www.escondido.org/Data/Sites/1/media/pdfs/Planning/DowntownSpecificPlan.pdf>

Attachment A - DEIR Project Objective Issues letter dated August 16, 2013

Attachment B – Escondido Downtown Interim Specific Plan

Attachment C - "An Alternative Development Scenario for San Diego County" a report dated June 9, 2010, prepared by Larry Orman, Executive Director of GreenInfo Network

Attachment D - Table 4-1 from DEIR Chapter 4 Project Alternatives

cc: Claudia Anzures, Esq.
Mark Mead, Esq.

August 16, 2013

To: Mark Slovick, Project Manager
County of San Diego Planning and Development Services
5510 Overland Avenue, Suite 310
San Diego, CA 92123
Mark.Slovick@sdcounty.ca.gov
[\(858\) 495-5172](tel:(858)495-5172)

Subject: DEIR Public Comment to the Proposed Accretive Lilac Hills Ranch General Plan Amendment and Specific Plan PDS2012-3800-12-001(GPA), PDS2012-3810-12-001 (SP), EIR Project Objectives

Dear Mr. Slovick:

The project “objectives” as identified in the DEIR and applied to the specific project site, are inconsistent with the General Plan and the two local Community Plans. In some cases, the “objectives” are meritless and not useful in critically thinking about project “Alternatives”. Collectively, the group of selected “objectives” erroneously assumes there is a need for a brand new, independent Town/Village in the middle of a rural community without essential infrastructure. Functionally, the objectives are crafted and used in a biased fashion to select alternatives that are then ruled out by the objectives themselves.

Objective 1 – The full text of Objective One with comment areas highlighted is below:

“Develop a community within northern San Diego County in close proximity to a major transportation corridor consistent with the County’s Community Development Model for a walkable pedestrian-oriented mixed-use community.”

Develop a community within northern San Diego County in close proximity to a major transportation corridor – The County General Plan, approved just two years ago, before the LHR project application was moving forward, accommodates more growth than SANDAG population forecasts project. There is no need for the project’s proposed housing combinations in the proposed location. There is also no need or requirement to convert land that is designated by the Community Model for agriculture, large animal keeping and estate residential in order to accommodate an additional Village with urban densities in Northern San Diego County.

Importantly, the existing Valley Center Villages (designated by SANDAG as a “Smart Growth Opportunity Area”) are in close proximity to and efficiently connected to the I-15 major transportation corridor. Specifically, both the North and South Village nodes are traversed by Valley Center Road which was improved at a cost of \$50 Million to facilitate intensified commercial and residential development of Valley Center’s central valley. A traditional crossroads since the late 1800s when Valley Center was homesteaded, the

area has designated in the Community Plan for compact village development since the first community plan in the 1960s. Valley Center Road is a 4 lane road with raised medians, specifically a Circulation Element 4.1A Major Road from Woods Valley Rd south to the city of Escondido, and from Lilac Rd. to Miller Rd. The other segments of Valley Center Road through the North and South Villages are 4.2A Boulevard roads. This slightly lower classification reflects the traffic impacts of interconnection with North and South Village traffic flows.

In stark comparison, the proposed Lilac Hills Ranch Project contemplates overburdening 2.2 E and F two lane, narrow winding country roads to Level of Service E and F and requests **ten Exemptions to County Road Standards** on the circulation roads that the project will utilize. The Project proposes adding 22,000 plus Average Daily Trips required by this automobile based commuter community.

Functionally, the Project is not “in close proximity” to the I-15 freeway. Reality is that the granite hills require a twisting, slow 1 ½ mile trip to I-15 south and 3 miles north to I-15 North, from the closest northern point of their development.

From the south at Circle R Drive it is 3.0 miles of the lowest grade of public road in the County to reach I-15 at Gopher Canyon.

Importantly, the project applicant itself (and their self- serving “objectives”) does not have legal right-of-way to use Mountain Ridge and Covey Lane private roads for the Project. It also does not own legal right of way, nor can it require legal right-of-way without the use of Eminent Domain, to build the proposed Covey Lane/West Lilac Road intersection in compliance with minimum County Sight Distance Line standards.

From a full disclosure standpoint, it is misleading to tell the public that the project is in “close proximity” to a major transportation corridor without an analysis of the ability of this Project to mitigate impacts, to safely manage its traffic burden and to pay for the direct off-site impacts of the Project’s congestive Level E and F Level of Service.

In contrast, the “Smart Growth” vision and guiding principles that are essential foundations for the entire County General Plan, has led to planned growth being re-directed to enlarged Village areas where road and sewer infrastructure is in place. Conversely, the new General Plan directs growth away from the more rural countryside.

The General Plan growth in housing units across the entire County of San Diego is summarized in Table 1-1 below.

Table 1-1 San Diego County General Plan Housing Unit Forecast 2010-2050

CPA	Housing Units				Percent Change			
	2010	2020	2030	2050	2010-2020	2020-2030	2030-2050	2010-50
Alpine	6,535	6,690	7,875	9,157	2.4%	17.7%	16.3%	40.1%
Barona	202	170	170	170	-15.8%	0.0%	0.0%	-15.8%
Bonsall	3,875	4,320	5,149	6,151	11.5%	19.2%	19.5%	58.7%
Central Mountain	2,182	2,305	2,589	2,735	5.6%	12.3%	5.6%	25.3%
County Islands	614	607	607	635	-1.1%	0.0%	4.6%	3.4%
Crest-Dehesa	3,562	3,677	3,926	3,978	3.2%	6.8%	1.3%	11.7%
Desert	3,546	3,453	4,337	6,923	-2.6%	25.6%	59.6%	95.2%
Fallbrook	15,929	16,535	18,559	20,387	3.8%	12.2%	9.8%	28.0%
Jamul-Dulzura	3,234	3,372	4,398	5,263	4.3%	30.4%	19.7%	62.7%
Julian	1,711	1,748	1,884	2,015	2.2%	7.8%	7.0%	17.8%
Lakeside	27,575	28,517	30,339	30,915	3.4%	6.4%	1.9%	12.1%
Mountain Empire	3,023	3,056	3,903	5,108	1.1%	27.7%	30.9%	69.0%
North County Metro	16,114	19,548	24,090	25,946	21.3%	23.2%	7.7%	61.0%
North Mountain	1,527	1,759	2,002	2,388	15.2%	13.8%	19.3%	56.4%
Otay	7	490	2,035	2,156	6900.0%	315.3%	5.9%	30700.0%
Pala-Pauma	1,980	2,285	3,037	4,399	15.4%	32.9%	44.8%	122.2%
Pendleton-De Luz	7,531	8,533	8,684	8,797	13.3%	1.8%	1.3%	16.8%
Rainbow	708	750	881	963	5.9%	17.5%	9.3%	36.0%
Ramona	12,376	12,692	14,107	15,140	2.6%	11.1%	7.3%	22.3%
San Dieguito	10,993	11,053	11,924	13,601	0.5%	7.9%	14.1%	23.7%
Spring Valley	20,533	20,939	21,837	21,952	2.0%	4.3%	0.5%	6.9%
Sweetwater	4,670	4,657	4,732	4,732	-0.3%	1.6%	0.0%	1.3%
Valle De Oro	15,543	15,648	16,022	15,968	0.7%	2.4%	-0.3%	2.7%
Valley Center	6,638	7,627	9,795	13,411	14.9%	28.4%	36.9%	102.0%
Unincorporated Area	170,608	180,431	202,882	222,890	5.8%	12.4%	9.9%	30.6%
San Diego County	1,158,076	1,262,488	1,369,807	1,529,090	9.0%	8.5%	11.6%	32.0%

SOURCE: SANDAG Profile Warehouse: 2050 Forecast

Please note that the Lilac Hills Ranch project requires General Plan Amendment, and is not included in the estimate of projected Housing Units in Table 1-1, which is based on the August 2011 San Diego County General Plan.

For the entire County of San Diego Housing Units are increasing 32 % from 2010 to 2050.

Valley Center Housing Units as reflected in the August 2011 General Plan are growing 102% from 2010 to 2050, **more than 3 times** the rate of the County overall. This growth is largely in the North and South Villages, which are located where suitable infrastructure is (Roads, Sewers, Schools) located in Valley Center. There are no provisions in the General Plan to provide the requisite infrastructure in the remote proposed site of Lilac Hills Ranch to support urban village land use densities. The two central Villages in the San Diego County General Plan and the Valley Center

Community Plan located in the traditional town center is the logical place for Valley Center to provide more than its fair share of housing for the County.

Bonsall Housing Units as reflected in the August 2011 General Plan are growing 59% from 2010 to 2050, **nearly 2 times** the rate of the County overall. Growth is also planned at the traditional town center, close to the intersection of SR-76 and Mission Road, where necessary infrastructure for dense, urban development is in either on the ground or planned (and funded) to be added shortly.

The combined composite effects of adding Lilac Hills Ranch in addition to General Plan growth is provided in Table 1-2 below:

Table 1-2 Bonsall and Valley Center Composite Housing Unit Analysis

	<i>Housing Units</i>				% Growth from 2010		
	2010	2020	2030	2050	2010 to 2020	2020 to 2030	2010 to 2050
Bonsall	3,875	4,320	5,149	6,151	11.5%	19.2%	58.7%
Valley Center	6,638	7,627	9,795	13,411	14.9%	28.4%	102.0%
Subtotal General Plan	10,513	11,947	14,944	19,562	13.6%	25.1%	86.1%
Lilac Hills Ranch (LHR)		746	1,746	1,746			
Total with LHR included	10,513	12,693	16,690	21,308	20.7%	31.5%	102.7%
Reference: SD County growth	1,158,076	1,262,488	1,369,807	1,529,090	9.0%	8.5%	32.0%

The ONLY mass transit that exists is the North County Transit District (NCTD) Bus Routes 388 and 389 (Attachment A). The closest access is at SR 76 and Old Highway 395, a minimum 4 mile trip north from the project site. These routes run eight times a day and mainly link the Pala, Pauma, Rincon and Valley View Casinos to the Escondido Transit Center. If you are going to a regional shopping center or work center, you must take a 30 minute bus ride to the Escondido Transit Center and transfer to another route.

The mass transit system only works if you are a Casino patron.

consistent with the County's Community Development Model – This Project is not consistent with the San Diego County Community Development Model. **It is Inconsistent with the Community Development Model which is a subset of the San Diego General Plan.**

The General Plan states (San Diego County General Plan: Land Use Framework; Community Development Model, p.3-6): *“The Community Development Model directs the highest intensities and greatest mix of new uses to Village areas, while directing lower-intensity uses such as estate-style residential lots and agricultural and agricultural operations to Semi-Rural areas To facilitate a regional perspective the Regional Categories of Village, Semi-Rural and Rural Lands have been applied to all privately-owned lands ...”*

Clearly, the Community Development Model is not a moveable, abstract concept. If this were true then Village “puzzle pieces” could be dropped into Semi-Rural and Rural lands anywhere in the County and pronounced consistent with the Community Development Model.

Rather, the Community Development Model reflects a complex of planning principles and ideas that are expressed through the General Plan’s Regional Categories. It is the assignment of a particular Regional Land Use Category to a particular piece of land that this SP/GPA proposes to amend. The proposal therefore is inconsistent with the Community Development Model. Again, consistency would be achieved only by amending the General Plan to fit the project.

- In the General Plan (p 3-7) *“Village areas function as the center of community planning areas and contain the highest population and development densities. Village areas are typically served by both water and wastewater systems. Ideally, a Village would reflect a development pattern that is characterized as compact, higher density development that is located within walking distance of commercial services, employment centers, civic uses, and transit.”*
- The proposed site is designated not for Village development but for large semi-rural parcels (SR 10 and SR-4). This proposal to plop a Village into the middle of an area that the Community Development Model designates for Semi-Rural and Rural development requires AMENDING the Community Development Model.
- Further, the site abuts SR-4, SR-10 and Rural-40 acreage. The Community Development Model, which has been applied in Valley Center’s central valley and which this proposal defies, requires a “feathering” of residential densities from intense Village development to SR-0.5, SR-1, SR-2, SR-4, and so forth.
- This SP/GPA is located many miles from areas that the Community Development Model designates for Village development: miles from employment centers, shopping, entertainment, medical services, and civic organizations and activities.
- As for infrastructure, there are few existing roads in the area and they are built and planned to service Semi-Rural and Rural development, as is the current plan. Despite proposing intense Village development, the proponents also propose to retain or reduce capacities of these roads. Additionally, Accretive does not have legal rights to use Covey Lane and Mountain Ridge Private Roads for the purposes

indicated in the LHR Specific Plan and supporting plans and documents. Water infrastructure serves 50 homes and agricultural irrigation. There is no wastewater service.

- The intent of the Community Development Model for Villages is to intensify development in existing Villages -- not to create NEW Villages through the destruction of Semi-Rural and Rural lands. The Community Development Model was applied in Valley Center during the General Plan update process. Village boundaries were drawn. Village densities were planned to feather from the commercial and mixed use core to meet the Semi-Rural designations. The majority of the Valley Center community's future development is now planned for the "Village" areas in the center of the Valley Center Planning Area, at the community's traditional "crossroads" where road, water and wastewater infrastructure, as well as schools, churches, shops and businesses are already in place.

a walkable pedestrian-oriented mixed-use community. There are two issues with this part of Objective 1. The first issue is that the Specific Plan is so NON-SPECIFIC on what the Commercial, Schools, and Parks content of this Project is that **one cannot assess whether anyone walking would reach a desired service of any kind.**

The second issue is that "walkability" is usually defined a ½ mile one way trip. The large majority of the Commercial zoning is in the Northern town center, which is a 1 ½ mile one way trip from the Southern boundary of the Project. People in the South (1 ½ mile) and Middle (1 mile) of this project won't walk to the town center, and the two small commercial areas planted in the Middle and South to create a façade of "a walkable pedestrian community" are not credible walkable destinations. In fact, this creates Urban Sprawl internal to the Lilac Hills Ranch Subdivision.

2.

Objective 2 – The full text with comment areas highlighted is below:

"Provide a range of housing and lifestyle opportunities in a manner that encourages walking and riding bikes, and that provides public services and facilities that are accessible to residents of both the community and the surrounding area."

in a manner that encourages walking and riding bikes - With 10 Exceptions to Road Standards, the Covey Lane/West Lilac intersection with its Sight Distance line that does not meet County Road Standards, and the traffic load the Project will throw on internal and external roads, **who is gonna risk taking a walk or riding a bike?**

public services and facilities that are accessible to residents of both the community and the surrounding area – There are two issues with this statement.

The first issue: what **are** the public services and facilities in this Project? A vague statement about a K-8 school site without any commitment to financing or endorsement

by the School District, a vague description of the minimum acreage of Parks the County requires? Does the undefined Commercial content include a Supermarket or community market? A restaurant of any kind? A retail gasoline service station?

The second issue: “accessible to residents of both the community and the surrounding area” – Accretive’s Traffic Impact Study does not show an influx of non-residents to the area. **Is this because the Applicant is overly optimistically portraying the true Traffic Impact of this Project?**

3.

Objective 3 – The full text is below:

“Provide a variety of recreational opportunities including parks for active and passive activities, and trails available to the public that connect the residential neighborhoods to the town and neighborhood centers.”

There is no demonstrated need for these recreational amenities in the rural environment that exists on and around the project site. Further, the DEIR does not even attempt to address the issue of adding to or upgrading recreational facilities in other areas in Valley Center, including in and around the existing Villages..

4.

Objective 4 - The full text with comment areas highlighted is below:

“Integrate major physical features into the project design, including major drainages, and woodlands creating a hydrologically sensitive community in order to reduce urban runoff.”

There are three issues with this Objective. The first issue is that the Objective is **so vague and subjective that compliance is not measurable**.

The second issue is with the highlighted statement: “Integrate major physical features into the project design, including major drainages, and woodlands”

How is taking 608 acres of Rural Land primarily involved in Agriculture, disturbing 440 acres, and creating large areas of impermeable surfaces consistent with this Objective? The Project includes 83 acres of road surface and 68 acres of manufactured slopes. Is it desirable to increase storm water runoff surface water velocity in concrete channels that increase downstream siltation in the runoff? How does this benefit the woodlands?

The third issue is with the highlighted statement that follows: “creating a hydrologically sensitive community in order to reduce urban runoff.”

From our analysis of the Accretive Hydromodification Design, we find the analysis is marginal; requiring rainwater collection and storage from rooftops and a total of 23

acres of permeable paving to meet Hydrology requirements with the indicated preliminary design. The truth of the matter is that Accretive is proposing covering large areas of rural farm land with impermeable surfaces. If the Hydro design is compliant, it achieves compliance only in the most optimistic scenarios with scant margin. **Is this what a hydrologically sensitive community is?**

5.

Objective 5 – The full text is below:

“Preserve sensitive natural resources by setting aside land within a planned and integrated preserve area.”

The project as proposed will still destroy sensitive natural resources. The fact that it will preserve some resources on site is not a reason to fail to look at an alternative that will save all the resources on site. If the DEIR is fairly going to use this “Objective” to select and discount project alternatives, it needs to specifically analyze the differences in conservation outcomes amongst and between the project alternatives. Further, the DEIR must include a thoughtful analysis of alternative sites for all or part of the project.

6.

Objective 6 – The full text with comment areas highlighted is below:

“Accommodate future population growth in San Diego County by providing a range of diverse housing types, including mixed-use and senior housing.”

The mixed-use and senior housing are included in the Project to achieve the densest possible development yield. The Applicant has added a 200 bed congregate care facility on top of the 1746 Equivalent Dwelling Units, stating that because there is only one communal kitchen, the huge facility technically doesn’t add EDU’s.

The Applicant in truth has located its “Senior Housing” in Phase 4 and 5 to “spin” the myth that the proposed LHR Project has acceptable Traffic Impacts. Senior dwelling units have the lowest Trip Generation rates for Traffic Impact assessment.

Accretive has limited rights for Covey Lane and Mountain Ridge private roads, which are the required Fire Access exits for Phase 4 and 5. Accretive is “spinning” a second myth that the senior community land uses do not overburden their limited easement rights for private roads.

The reality is that a Senior Community placed in the proposed Lilac Hills Ranch remote location far from Medical Services and shopping will create a larger traffic burden than the SANDAG Trip Generation Tables indicate. This is because the trip generation for SANDAG Senior Residences is based on San Diego County statistical facts. And factually, the majority of Senior Residential Communities are sited in areas where necessary infrastructure and services are in close proximity. Lilac Hills Ranch lacks

necessary infrastructure and services and will require longer and more frequent trips for Senior residents to acquire necessary services.

The jumbled aggregation of “senior orientated” land uses aren’t properly thought out from an available Community Services standpoint – it is an attempt (that fails) to Design around deficient legal rights-of-way for roads.

In this Objective, **the County re-brands dense Urban Sprawl as a desired attribute.**

7.

Objective 7 – The full text is below:

“Provide the opportunity for residents to increase the recycling of waste.”

Having an on-site recycling facility is not the only opportunity to increase recycling of waste.

The General Plan density Community could and should partner with the County to provide local centralized brush chipping. The mulch generated has the benefit of reducing landfill usage or lowering Greenhouse gases by avoiding burning the brush, creates mulch that improves plant growth while lowering water consumption, and the brush clearance lowers fire risks. This is a single example of how any of the alternatives provide opportunities for residents to recycle waste.

Fairly considered, all of the Alternatives comply with this Objective equally.

8.

Objective 8 – The full text is below:

“Provide a broad range of educational, recreational, and social uses and economically viable commercial opportunities within a walkable distance from the residential uses.”

This objective, unless fairly treated as achievable at alternative locations in the Valley Center Community or in the surrounding North County communities, serves only as a preconceived basis to reject project alternatives that are anything less than the full project on the specific project site.

Further, the DEIR should look at how developing a Project at the proposed General Plan densities and preserving existing agriculture and residential based businesses (such as the existing Accretive Agricultural Office located on 32444 Birdsong Drive) on the same or nearby parcels could achieve Objective 8 perhaps better than the proposed project.

Summary

The proposed LHR Project meets very few of its own Objectives and the Objectives are used in the DEIR as tools to limit the range of Alternatives discussed and to reject Alternatives that are consistent with the General Plan. The “Objectives” for the project should be adjusted with the primary goal of building a project consistent with the County’s new General Plan.

.

Sincerely,

Mark Jackson
9550 Covey Lane
Escondido, CA 92026
760-731-7327
jacksonmark92026@gmail.com

Attachment A: North County Transit District Breeze Bus Routes 388 and 389



INTERIM SPECIFIC PLAN

***Adopted on March 21, 2007
Resolution 2007-35***

Revised February 13, 2013



File No.: 2006-34-SPA / ER 2006-11

ACKNOWLEDGEMENTS

Downtown Revitalization Committee

**Michel Boucher
Maria Bowman
Dick Daniels
Greg Danskin
Sue Dusharme**

**Ken Erickson
Terry Jackson
Jim Lund
Debra Rosen
Kathy Rubesha**

City Council

**Lori Holt Pfeiler, Mayor
Sam Abed, Mayor Pro Tem
Ed Gallo, Council Member
Dick Daniels, Council Member
Marie Waldron, Council Member**

City Staff

**Clay Phillips, City Manager
Charles Grimm, Deputy City Manager
Steven Nelson, Assistant City Attorney
Jonathan Brindle, Director of Community Development
Jo Ann Case, Economic Development Manager
Barbara Redlitz, Assistant Planning Director
Jay Petrek, Principal Planner, Supervising Planner**



Interim Downtown Specific Plan
As Amended by the City Council

July 11, 2007	Resolution 2007-70 (R)	Effective July 11, 2007 (Southern Gateway District G.3 – Page V-42)
August 22, 2007	Resolution 2007-147	Effective August 22, 2007 (Southern Gateway District G.3 – Page V-42)
October 17, 2007	Resolution 2007-170	Effective October 17, 2007 (Vehicle Parking District No. 1 – Page III-20 Figure III-4 Development Standards – Page III-27 Business Promotions/Special Events – Page VI-16 Community Events – 125)
August 20, 2008	Resolution 2008-163	Effective August 20, 2008 (Joint-Use, Daytime/Nighttime Parking Provisions – Page III-15 – III-16 Minor revisions to the design standards – Page - various)
November 12, 2008.....	Resolution 2008-189	Effective November 12, 2008 (To refine prohibited Uses Pawn Shops, etc. – Page II-3 Temporary Political/Campaign Offices – Page II-5)
July 8, 2009	Resolution 2009-84	Effective July 8, 2009 (Automobile dealership conversions - Page VIII-2 Figure II-2 Permitted Use Matrix - Page II-3 - II-8)
March 10, 2010	Resolution 2010-29	Effective March 10, 2010 (Amend Figure II-2 Permitted Use Matrix - assembly uses & retail furniture sales- Page II- 4 & II-7 Amend Figure II-1 Map of Districts within the SPA - Page II-2 Amend Section III.C permitted uses in existing structures - Page III-31 Amend Figure III-4 Land Use District Dev Standards & Section VI.A.4.a - to modify required setbacks for signs - Page III-27 & Page VI-12)
July 13, 2011	Resolution 2011-90	Effective July 13, 2011 Revised Permitted Use Matrix – Pages II-3 – II-8 Amend SP to eliminate parking space requirements in the core downtown area and modify minimum retail storefront depth in the retail core area Pages III-15 – III-21 and V-6 – V-8, V-15 & V-36

October 17, 2012	<p>Resolution 2012-161(R).....Effective October 17, 2012</p> <p>Amend SP to</p> <ol style="list-style-type: none"> 1) Permit restaurant open-air barbequing - Page VII-5, 2) Modify matrix of permitted and conditional uses regarding primary and secondary educational facilities, general retail home furnishings, hardware/home improvement, food and liquor sales, wine and beer tasting, and miscellaneous government operations - Pages II-3 – II-8, 3) Refine standards for special events, outdoor dining, and the outdoor display and sale of merchandise - Pages VII-1 – VII-8, 4) Simplify and clarify development and application standards with regard to design review procedures - Pages VIII-1 – VIII -4 5) Perform other minor text and graphic edits as appropriate
February 13, 2013	<p>Resolution 2013-14Effective February 13, 2013</p> <p>Revised Permitted Use Matrix – Figure II-2</p> <p>Amend SP to allow 'Educational Facilities for Adults' as a Conditional Use on the ground floor on Grand Avenue in the Historic Downtown District</p>



TABLE OF CONTENTS

I. VISION STATEMENT & GOALS

A. Downtown Vision Statement.....	I-1
B. Purpose	I-2
C. Downtown Specific Plan Strategic Goals.....	I-2
D. Specific Planning Area / Business Improvement District Area.....	I-4
E. Background	I-5
F. SPA Adoption and Subsequent Amendments	I-6
G. Authority for the Plan/Relationship to the General Plan.....	I-7

II. DOWNTOWN SPECIFIC PLAN LAND USES

A. Land-Use District Summary.....	II-1
B. Land-Use Matrix	II-1
C. Residential-Use Matrix	II-9

III. DESIGN PRINCIPLES, GUIDELINES & STANDARDS

A. Purpose Statement.....	III-1
1. Planning Principles and Guidelines.....	III-1
2. Architectural Principles and Guidelines.....	III-11
B. Design Standards	
1. Site Development Flexibility	III-15
2. Parking.....	III-15
3. Vehicle Parking Districts	III-17
4. Downtown Retail Core Parking District	III-19
5. Building Exterior Modifications	III-19
6. Refuse Areas	III-20
7. Signage.....	III-21
8. Landscaping.....	III-21
9. Useable Open Space	III-21
10. Residential Storage.....	III-22
11. Adequate Clearances.....	III-22
12. Walls Required.....	III-22
13. Mixed-Use Development.....	III-22

14. Shopkeeper Development.....	III-23
15. Artisan Loft Development.....	III-23
16. Security Fences and Storefront Security Grates	III-24
C. General Provisions	
1. Processing Guidelines for Development Applications	III-26
2. Other Applicable Codes and Ordinances	III-27
3. Director Determinations	III-27
4. Amendments	III-27
5. Violations	III-28
6. Land Use Determinations.....	III-28
7. Nonconforming Uses and Structures	III-28
8. Permitted Uses Within Mixed-Use Planned Development Zones.....	III-29
IV. HISTORIC PRESERVATION STANDARDS & GUIDELINES	
A. Purpose Statement.....	IV-1
1. Design Guidelines for Historic Buildings	IV-1
2. Rear Facades.....	IV-4
B. Party-Wall Construction.....	IV-6
C. Adaptive Re-Use / Residential Conversions.....	IV-6
D. Historic Buildings Located In A Contemporary Area	IV-8
V. LAND-USE DISTRICTS	
A. Purpose Statement.....	V-1
B. Historic Downtown District.....	V-3
C. Parkview District	V-12
D. Centre City Urban District.....	V-18
E. Gateway Transit District.....	V-26
F. Mercado District.....	V-33
G. Southern Gateway District.....	V-40
H. Creekside Neighborhood District.....	V-48
VI. SIGN CRITERIA & GUIDELINES	
A. Purpose Statement.....	VI-1
1. Types of Signs	VI-1

2. Design Guidelines for All Signs.....	VI-2
3. Building Sign Standards and Guidelines	VI-4
4. Freestanding Sign Standards and Guidelines	VI-12
B. Promotional Events	VI-15
C. Community Events	VI-17
D. Freestanding Sidewalk Signs	VI-17
VII. SPECIAL USES	
A. Purpose Statement.....	VII-1
1. Outdoor Dining	VII-1
2. Open-Air Barbeques	VII-5
3. Outdoor Display and Sale of Merchandise	VII-6
4. Special Events	VII-8
5. Newspaper Vending Boxes	VII-8
VIII. IMPLEMENTATION AND ADMINISTRATION	
A. Purpose Statement.....	VIII-1
1. Design Review and Permit Process	VIII-1
2. Public Hearing Process	VIII-3
3. Specific Plan Amendment Initiation	VIII-3
IX. SUPPORTING DOCUMENTATION UNDER SEPARATE COVER	
1. Off-Street Parking - Article 39 of the Escondido Zoning Code	
2. Landscaping Standards - Article 62 of the Escondido Zoning Code	
3. Nonconforming Uses and Structures - Sections 33-124 through 33-1250 of the Escondido Zoning Code	
4. Special Events – Article 4 of the City of Escondido Municipal Code	
5. Affordable Housing Bonus - Ordinance 92-19 of the Escondido Zoning Code	
6. Escondido Business Enhancement Zone - Ordinance 92-13 of the Escondido Zoning Code	
7. Outdoor Display and Sales of Retail Merchandise - Ordinance 92-43 of the Escondido Zoning Code	
8. Sign Regulations - Article 66 of the Escondido Zoning Code	

LIST OF FIGURES

I. VISION STATEMENT & GOALS

Figure I-1: SPA / Business Improvement District Boundaries	I-4
--	-----

II. DOWNTOWN SPECIFIC PLAN LAND USES

Figure II-1: Downtown SPA Districts	II-2
Figure II-2: Permitted-Use Matrix	II-3
Figure II-3: Residential Land-Use Matrix.....	II-10

III. DESIGN PRINCIPLES, GUIDELINES & STANDARDS

Figure III-1: City Trails Master Plan for Downtown.....	III-10
Figure III-2: Vehicle Parking District No.1 / Retail Core Parking District	III-17
Figure III-3: Vehicle Parking District No.2	III-18
Figure III-4: Land-Use District Development Standards.....	III-25

V. LAND USE DISTRICTS

Figure V-1: Downtown SPA Districts.....	V-1
Figure V-2: Historic Downtown District.....	V-4
Figure V-2a: Retail Core Ground Floor Retail/Office Scenarios.....	V-6
Figure V-3: Parkview District.....	V-13
Figure V-4: Centre City Urban District.....	V-19
Figure V-5: Gateway Transit District	V-27
Figure V-6: Mercado District	V-34
Figure V-6a: Mercado District Design Overlay Area	V-37
Figure V-7: Southern Gateway District.....	V-41
Figure V-8: Creekside Neighborhood District.....	V-49

VI. SIGN CRITERIA & GUIDELINES

Figure VI-1: Sidewalk Sign Map	VI-17
Figure VI-2: Sidewalk Sign Examples	VI-18
Figure VI-3: Matrix of Sign Types Permitted by District.....	VI-21

VIII. IMPLEMENTATION AND ADMINISTRATION

Figure VIII-1: Activity Construction Review Process	VIII-4
Figure VIII-2: Consideration for Previously Filed or Approved Projects	VIII-5

Downtown Specific Plan

VISION STATEMENT & GOALS

I. VISION STATEMENT & GOALS

A. DOWNTOWN VISION STATEMENT

Downtown Escondido is envisioned as a dynamic, attractive, economically vital city center providing social, cultural, economic, and residential focus while respecting its historic character. The environment is pedestrian oriented, attracting local and non-local visitors to experience an atmosphere that is entertaining and vibrant with activity occurring throughout the day, evening and weekend hours.



Downtown Specific Plan

VISION STATEMENT & GOALS

B. PURPOSE

This Interim Downtown Specific Plan document provides a comprehensive plan for land use, development regulations, development incentives, design guidelines and other related actions aimed at implementing the strategic goals for Downtown Escondido as set forth in the General Plan Goals and Policies. As the City's core transitions to a more urban environment involving taller structures, and buildings constructed along the street edge, focused efforts are required to ensure that the downtown's unique character is maintained and strengthened. The Vision, Goals, Principles and Guidelines promote a balance of uses, sensitive design techniques, and enhanced pedestrian opportunities. Specific development standards from the currently adopted Specific Plan pertinent to residential densities and building heights and intensities have been maintained. The environmental impacts associated with increasing residential densities and building intensities are being evaluated. Projects that propose residential densities, or building intensities, in excess of those identified in the Interim Downtown Specific Plan may be considered, subject to criteria identified in Chapter III.

C. DOWNTOWN SPECIFIC PLAN STRATEGIC GOALS

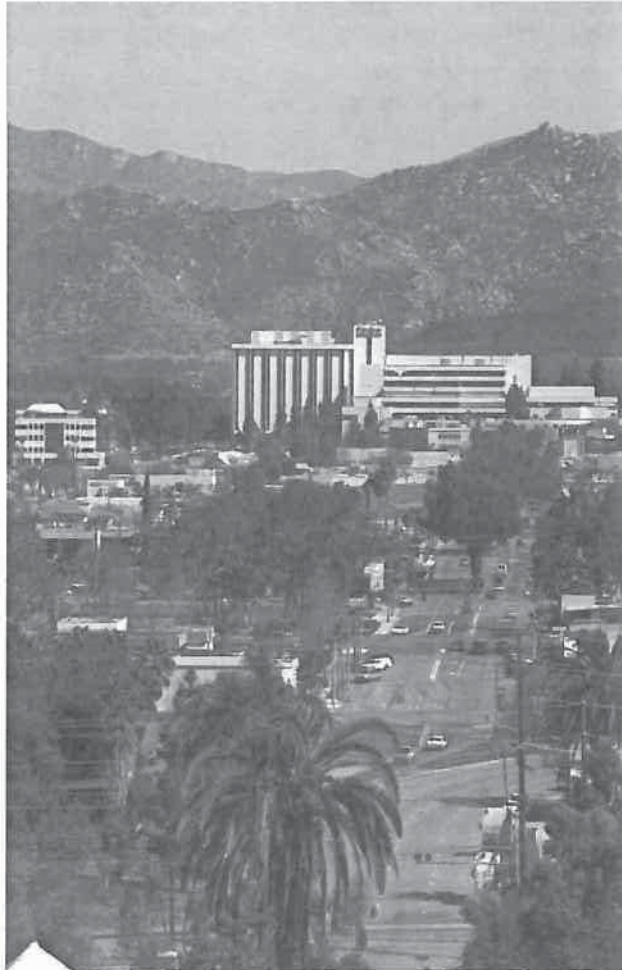
1. **Ensure an economically viable Downtown by providing a balance of retail, office, residential, entertainment and cultural uses.**
2. **Expand Escondido's reputation as a local and regional destination for specialty shopping, dining, nightlife, employment, culture, and the arts.**
3. **Promote a vibrant and exciting Downtown environment by establishing areas with land uses that foster an "18-hour" atmosphere, in addition to areas that provide mixed use, office employment and high-density residential opportunities.**
4. **Strengthen the character of Downtown with new development that is architecturally compatible with the existing urban fabric.**
5. **Improve the pedestrian orientation of Downtown by incorporating street-level human-scale design elements in new and remodeled developments.**



Downtown Specific Plan

VISION STATEMENT & GOALS

6. Maintain the character of Downtown by preservation of historically significant sites and structures.
7. Reinforce and expand the unique character of Grand Avenue's retail core area by promoting pedestrian-oriented, ground-floor, specialty retail and restaurant uses.
8. Promote higher residential densities in key locations that will support Downtown retail, employment and cultural uses.
9. Enhance the pedestrian opportunities in Downtown by providing pedestrian connections, convenient access and opportunities for alternative modes of transportation.
10. Improve the walkability by developing enhanced pedestrian connections with such features as embellished landscaping, public art, comfortable street furniture and decor.
11. Maximize parking opportunities in the Downtown area.



Downtown Specific Plan

VISION STATEMENT & GOALS

D. SPECIFIC PLANNING AREA AND BUSINESS IMPROVEMENT DISTRICT AREA

The Downtown Specific Plan Area (SPA) encompasses approximately 460 acres extending from I-15 and West Valley Parkway to Palomar Hospital, between Washington and Fifth Avenues. Future expansions to the Downtown SPA boundary not applicable to this Interim Specific Plan include areas north of Washington Avenue, east of Hickory Street, south of Fifth Avenue and south of Second Avenue west of Centre City Parkway (see Figure II-1). The Specific Plan Area includes the City's urban core along Grand Avenue where Escondido was incorporated in 1888.



FIGURE I-1

The Business Improvement District (BID) encompasses 68 square blocks of Escondido's Urban Core, and also is referred to as Downtown Escondido (see Figure I-1). The BID was created by City Ordinance in 1989, and is an entity under the California Streets and Highway Code. The boundaries were modified in January 2004 to remove properties located within the Mercado District. The BID involves business owners funding an annual assessment to promote and enhance the economic climate inside the BID boundaries and provide ongoing business assistance.

Downtown Specific Plan

VISION STATEMENT & GOALS

E. BACKGROUND

The City of Escondido incorporated on October 8, 1888. Escondido grew slowly during its first 70 years as a small, agriculturally based town, with its early cycles of growth corresponding to the development of Southern California's rural economy.



Escondido's agricultural economic base began shifting to retail, professional, and industrial uses as the population grew and diversified, along with the need for more varied jobs and services after World War II.



Dramatic growth occurred in the 1960s and Escondido solidified its position as a commercial and residential center for San Diego North County. Recent city growth has been spurred by residential and commercial projects.



Historically, the City was centered on several blocks along Grand Avenue, Broadway and Escondido Boulevard. The development of regional and sub-regional shopping centers shifted the prominence of Escondido's Downtown retail core. However, Grand Avenue, Escondido's "main street," still provides a focus for specialty commercial activity and community events.

Downtown Specific Plan

VISION STATEMENT & GOALS

F. SPA ADOPTION AND SUBSEQUENT AMENDMENTS

The Escondido City Council adopted the Downtown Revitalization Area Specific Plan in 1992 and the plan has since undergone several revisions and updates. More recently, City staff and the Downtown Business Association co-sponsored two "At Home Downtown" community workshops in August 2003, April 2004 and June 2005. The purpose of these workshops was to discuss the merits of increasing residential densities within Downtown, gauge interest in amending the Downtown Specific Plan to accommodate additional growth, and to solicit input from attendees regarding appropriate architecture and design associated with high-density development.

Support for increasing residential opportunities in Downtown was widespread, and input was gathered from the community regarding desirable and undesirable characteristics of urban architecture and design. The City Council appointed a committee to work with staff to update the Downtown Specific Plan in January 2005 and incorporate provisions for increased densities, more vertical-scale development and pedestrian-oriented design guidelines. Over the course of several months, staff and the committee met to discuss map and text changes to the Downtown Specific Plan that were needed to impart the vision for Downtown development and to simplify the document's use.

This document is intended to provide certainty for property owners and developers planning their projects in the Downtown Specific Planning Area. However, there may be instances where amendments are necessary to accommodate development proposals. Additional information for processing development applications and amendments are described in the General Provisions section of Chapter III.



Downtown Specific Plan

VISION STATEMENT & GOALS

G. AUTHORITY FOR THE PLAN AND RELATIONSHIP TO THE CITY'S GENERAL PLAN



California Government Code Sections 65450 through 65457 provide authorization for the City of Escondido to prepare and adopt this Specific Plan. The Plan has been adopted by ordinance because of its regulatory nature. The purpose of this Specific Plan is to implement the goals of the Downtown Revitalization Plan as set forth in the Specific Planning Area No. 9 of the General Plan, adopted on June 6, 1990, and subsequently updated.

The Downtown Specific Plan serves as a regulatory plan and zoning law for properties located within the boundaries of the Plan as depicted in Figure I-1. All proposed development plans (or agreements), tentative or parcel maps, and any other development approvals shall be consistent with this Specific Plan and with the General Plan.

For the purposes of this document, the term "Director" shall mean the Director of Community Development or a duly appointed representative.



Downtown Specific Plan

LAND USES

II. DOWNTOWN SPECIFIC PLAN LAND USES

A. LAND-USE DISTRICT SUMMARY

The Downtown Specific Plan Area has been divided into seven districts that are characterized by a particular land-use emphasis and different requirements related to site planning. ***Future expansions to the Downtown SPA boundary not applicable to this Interim Specific Plan include areas north of Washington Avenue, east of Hickory Street, south of Fifth Avenue and south of Second Avenue west of Centre City Parkway.*** The districts (and future expansion areas) are shown in Figure II-1 and individually described within Chapter V of this text. The seven Downtown Specific Plan Districts are:

Historic Downtown (HD) District

Park View (PV) District

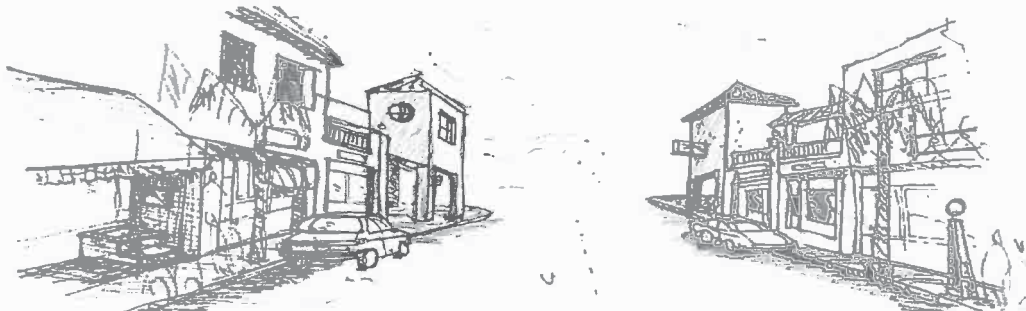
Centre City Urban (CCU) District

Gateway Transit (GT) District

Mercado (M) District

Southern Gateway (SG) District

Creekside Neighborhood (CN) District



B. LAND-USE MATRIX

Figure II-2 is a matrix that identifies permitted (P) or conditionally (C) permitted land uses in each of the districts within the Specific Plan Area. Any exceptions are noted at the bottom of the table. If a use is not listed, the Director of Community Development shall make a use determination regarding whether the proposed use is similar to a listed use. An amendment shall be required to add a use determined to be consistent with the intent of the Specific Plan.

The list of uses identified in the Permitted Use Matrix shall be considered, along with the Development Standards found in Section III, as well as the Land-Use Districts found in Section IV, when determining the appropriateness of a use. The text describing each Land-Use District's desired vision and standards takes precedence if there is a discrepancy. Land uses shall be considered prohibited unless they are determined to be similar to listed uses. Conditional uses listed in the matrix are subject public hearings in accordance with the provisions of the Zoning Code.

Downtown Specific Plan

LAND USES

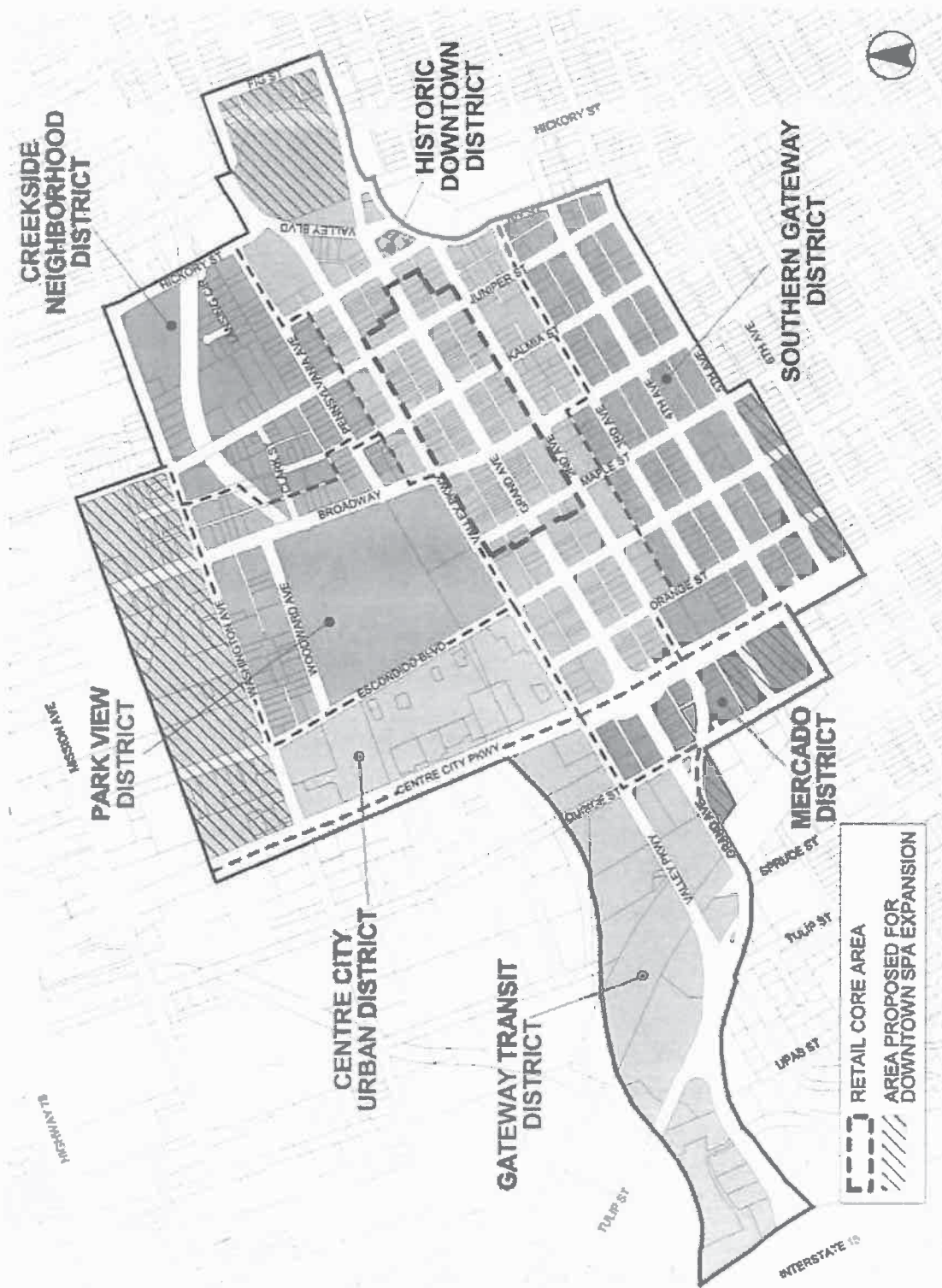


FIGURE II-1

**FIGURE II-2
PERMITTED USE MATRIX**

LAND USE		HD	PV	CCU	GT	M	SG	CN
RESIDENTIAL AND LODGING (in accordance with Figure II-3A)								
Bed-and-breakfast establishments							C	C
Residential-care facilities							C	C
Hotels and Motels (subject to submittal requirements and findings for other commercial zones in the City)	C	C	C	C	C	C		
Residential above ground floor in specified areas, in conjunction with permitted non-residential use on ground floor (refer to Figure II-3 for appropriate locations and housing types)	P	P9	P	P	P	P	P	P
Residential, on ground floor in specified areas (refer to Figure II-3 for appropriate locations and housing types)	P7, P8	P8, P9		P8	P8	P	C	P
GENERAL RETAIL*								
New merchandise sold in department stores, drugstores, pharmacies, and retail establishments selling toys, flowers, gifts, stationery, jewelry, leather, apparel, shoes (including repair), china, glassware, pottery, crafts, cigars, yardage goods, pets, hobbies, art supplies, video sales and rental, music (including incidental recording, instruction and instrument repair) books/magazines/newspapers, sporting goods, bicycles/cameras/electronics/office business/small household appliance sales and service, and other similar retail goods and incidental services NEC. Prohibited uses include retail uses with across the board maximum pricing or "everything under" pricing and surplus goods.								
Previously owned goods and merchandise including antiques, collectibles, coins, consignment and stamps, excluding pawn shops, second hand and thrift stores.								
Automobile supply stores with, or without, incidental installation							P3	

NOTES:

P = Permitted C = Conditional Use Permit required

- Under 3,000 square feet.
- Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- Only permitted on Escondido Boulevard.
- Only permitted within a multi-tenant building. May not occupy more than 30% of the gross floor area.
- Only when integrated into a residential project.
- Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kalmia and Ivy Streets.
- Not allowed along Grand Avenue on ground floor within the "retail core area."
- Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Escondido Zoning Code.
- No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- Permitted on Local Historic Register properties.
- Existing automobile dealerships were a non-conforming use at the time of adoption of the Interim Downtown Specific Plan. Conversion of these sites to a new, substantially different, use shall require plot plan review pursuant to Article 16 of the Escondido Zoning Code.

* NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

DISTRICTS:

HD Historic Downtown
PV Park View
CCU Centre City Urban
GT Gateway Transit
M Mercado
SG Southern Gateway
CN Creekside Neighborhood

LAND USE		HD	PV	CCU	GT	M	SG	CN
GENERAL RETAIL (continued)								
Carpet and floor covering and installations					P		P3	
Large appliance sales		P7	P	P	P	P1	P3	
Home Furnishings with retail display (not including "mattress only", carpet, and discount furniture stores)		P	P	P	P	P1	P3	
Hardware, paint, glass, tools, home improvement		P, -	P	P	P	P1	P1, P3	
Medical equipment sales/rentals and supplies		P7		P	P		P3	
Outdoor vending machines			P					
EATING AND DRINKING ESTABLISHMENTS*								
All types of eating establishments providing meal service from an on-site operating commercial-grade kitchen, and/or dessert service from an on-site operating commercial-grade freezer/refrigerator facility with, or without, incidental sale of alcohol (including micro-breweries and outdoor dining, but with no drive-through), with no live amplified entertainment or dancing								
Eating establishments (as defined above) with indoor amplified entertainment and/or dancing		P	P	P	P	P	P3, P11	
Wine- and beer-tasting establishments (only with retail sales involving related merchandise that includes a significant portion of the sales area)		P	P	P	P	P	P3	
Drinking establishments, bars and nightclubs serving alcohol with or without live entertainment and/or dance		C	C	C	C	C	C3	

NOTES:

P = Permitted C = Conditional Use Permit required

- Under 3,000 square feet.
- Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- Only permitted on Escondido Boulevard.
- Only permitted within a multi-tenant building. May not occupy more than 30% of the gross floor area.
- Only when integrated into a residential project.
- Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kalmia and Ivy Streets.
- Not allowed along Grand Avenue on ground floor within the "retail core area."
- Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Escondido Zoning Code.
- No residential uses permitted between Woodward Avenue, Escondido Boulevard and Broadway.
- Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- Permitted on Local Historic Register properties.
- Existing automobile dealerships were a non-conforming use at the time of adoption of the Interim Downtown Specific Plan. Conversion of these sites to a new, substantially different, use shall require plot plan review pursuant to Article 16 of the Escondido Zoning Code.

NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

DOWNTOWN DISTRICTS:

HD Historic Downtown
PV Park View
CCU Centre City Urban
GT Gateway Transit
M Mercado
SG Southern Gateway
CN Creekside Neighborhood

LAND USE									
FOOD AND LIQUOR SALES (excluding convenience and package stores)*									
Specialty foods, including imported and/or unique food products, produce, candy, baked goods, meat, etc., specialty liquor sales involving off-sale unique brands of beer, wine, and distilled spirits	P	P	P	P	P	P	P	P	P3
General grocery stores exceeding 7,000 SF of sales area with, or without, alcohol sales	P7	P	P	P	P	P	P	P	
GENERAL OFFICE AND FINANCIAL SERVICES*									
Administrative, business and professional offices, employment agencies, secretarial services, realtors/real estate offices and counseling services, travel and ticket agencies	P2	P	P	P	P	P	P	P	P6
Short-term political campaign offices with a maximum duration of six months	P	P	P	P	P	P	P	P	P6
Financial institutions, banks, savings and loans (excluding check cashing and/or payday loans as a primary use), visitor and information center (including Downtown Business Association), governmental services, police and fire stations	P	P	P	P	P	P	P	P	P6
Off-site sales and call centers	P10								P6
HEALTH AND PERSONAL SERVICES*									
Medical/dental/optical/offices, clinics and laboratories, licensed alternative health-care establishments, day spas, excluding acupuncture and massage establishments as primary uses.	P2	P	P	P	P	P	P	P	P6
Barber, beauty salons including cosmetology involving ear piercing, permanent eye and lip lining, excluding other body piercing, body art, and inking parlors	P	P	P	P	P	P	P	P	C1, 5, 6

NOTES:

P = Permitted C = Conditional Use Permit required

- Under 3,000 square feet.
- Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- Only permitted on Escondido Boulevard.
- Only permitted within a multi-tenant building. May not occupy more than 30% of the gross floor area.
- Only when integrated into a residential project.
- Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kalmia and Ivy Streets.
- Not allowed along Grand Avenue on ground floor within the "retail core area."
- Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Escondido Zoning Code.
- No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- Permitted on Local Historic Register properties.
- Existing automobile dealerships were a non-conforming use at the time of adoption of the Interim Downtown Specific Plan. Conversion of these sites to a new, substantially different, use shall require plot plan review pursuant to Article 16 of the Escondido Zoning Code.

* Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

DOWNTOWN DISTRICTS:

HD Historic Downtown
PV Park View
CCU Centre City Urban
GT Gateway Transit
M Mercado
SG Southern Gateway
CN Creekside Neighborhood

LAND USE		HD	PV	CCU	GT	M	SG	CN
SPECIALTY SERVICES (includes similar ancillary uses NEC)*								
Animal services to include pet training, boarding (indoor only), pet spas, pet day care and veterinary clinics		P7		P	P			P6
Photographic developing and photocopy services, watch and clock repair, locksmiths		P	P	P	P	P	P	P6
Music recording/practice studios		P2	P4	P	P	P	P4	P1, 6
Custom-furniture upholstery and repair		P7					P3	
Picture framing shops		P	P4	P	P	P	P3	
Postal services including parcel delivery (public/private)		P2	P	P	P	P	P	P
Cleaning and laundering services without on-site cleaning		P7	P1	P1	P1		P1, 4	C1, 5, 6
Cleaning establishments and laundries, self-service or coin operated		P10	P				C	C1, 5, 6
Mortuaries		C10	C				C	C6
Tailors and dressmakers and alterations		P2	P	P	P	P	P	C5, 6
ENTERTAINMENT, RECREATION AND CULTURAL*								
Dance facilities, pinball and electronic game arcades		C		C		C		
Athletic clubs, health studios		P7	P	P	P	P	P3	P6

NOTES:

P = Permitted C = Conditional Use Permit required

- Under 3,000 square feet.
- Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- Only permitted on Escondido Boulevard.
- Only permitted within a multi-tenant building. May not occupy more than 30% of the gross floor area.
- Only when integrated into a residential project.
- Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kalmia and Ivy Streets.
- Not allowed along Grand Avenue on ground floor within the "retail core area."
- Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Escondido Zoning Code.
- No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- Permitted on Local Historic Register properties.
- Existing automobile dealerships were a non-conforming use at the time of adoption of the Interim Downtown Specific Plan. Conversion of these sites to a new, substantially different, use shall require plot plan review pursuant to Article 16 of the Escondido Zoning Code.

NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

DOWNTOWN DISTRICTS:

HD	Historic Downtown
PV	Park View
CCU	Centre City Urban
GT	Gateway Transit
M	Mercado
SG	Southern Gateway
CN	Creekside Neighborhood

LAND USE		HD	PV	CCU	GT	M	SG	CN
ENTERTAINMENT AND RECREATION (continued)								
Galleries and studios pertaining to artists, craft workers and photographers (including incidental developing and printing), libraries, museums, etc., including incidental sale of merchandise pertaining to the primary use	P	P	P	P	P	P	P	P6
Dance studios and schools	P2			P	P	P	P3	P6
Martial arts schools and training facilities	P10			P	P	P	P3	P6
Entertainment establishments (including internet cafes) with incidental sale of food or alcohol (excluding incidental entertainment in restaurants)	C	C	C	C	C	C	C3	
Parks - general recreation	P	P	P	P	P		P	P
Roller-skating and bowling alleys and similar indoor arena sports				P	P	C		
Swimming pools and schools			P					P6
Theater, live and motion picture	P	P	P	P	P			
SOCIAL, PROFESSIONAL, RELIGIOUS ORGANIZATIONS*								
Churches, synagogues, temples, missions, religious reading rooms, and other religious activities (not allowed within Grand Ave. "historic retail core area")	C	C	C	C	C	C	C	C
Social and professional organizations that conduct group and/or membership meetings on the premises, including political, veterans, civic, labor, charitable and similar organizations	C2	C	C	C	C	C	C	C
Youth Organizations		C	C	C	C	C	C	C

NOTES:

P = Permitted C = Conditional Use Permit required

- Under 3,000 square feet.
- Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- Only permitted on Escondido Boulevard.
- Only permitted within a multi-tenant building. May not occupy more than 30% of the gross floor area.
- Only when integrated into a residential project.
- Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kalmia and Ivy Streets.
- Not allowed along Grand Avenue on ground floor within the "retail core area."
- Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Escondido Zoning Code.
- No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- Permitted on Local Historic Register properties.
- Existing automobile dealerships were a non-conforming use at the time of adoption of the Interim Downtown Specific Plan.
- Conversion of these sites to a new, substantially different, use shall require plot plan review pursuant to Article 16 of the Escondido Zoning Code.

NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

DOWNTOWN DISTRICTS:

HD	Historic Downtown
PV	Park View
CCU	Centre City Urban
GT	Gateway Transit
M	Mercado
SG	Southern Gateway
CN	Creekside Neighborhood

LAND USE		HD	PV	CCU	GT	M	SG	CN
EDUCATION*								
Educational facilities for adults		C	P	C	P	P	P	C6
Daycare facilities		C10	C	C	C	C	C	C6
Schools-(primary education)			C		C	C	C	C
Schools-(secondary education)		C6	C		C	C	C	C
COMMUNICATIONS (wireless facilities subject to Article 34)								
Broadcasting (radio and/or television stations)		C7	C	C	C	P	C	C6
Newspaper printing and publishing		C7		C1	C1	C1	C1	C6
TRANSPORTATION AND MISCELLANEOUS SERVICES*								
Car-rental services, excluding maintenance and repair of vehicles				C	C			
Parking lots (municipal)		P	P	P	P	P	P	P
Parking lots (private full fee)		C	C	C	C	C	C	C
Taxicab, trolley, shuttle and pedicab stands		P	P	P	P	P	P	P
Transit stations and car-rental services, including maintenance and repair					P			
Seasonal sales not exceeding 30 days, (including pumpkin, Christmas tree and wreath sales between October 1 and December 31, both dates inclusive, to the extent permitted by other statutory and ordinance provisions). Any structures and materials used for seasonal sales shall be removed from the premises immediately after December 31 and the property shall be restored to a neat condition		P	P	P	P	P	P	P
Miscellaneous Government Operations		C	C	C	C	C	C	C

NOTES:

P = Permitted C = Conditional Use Permit required

- Under 3,000 square feet.
- Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- Only permitted on Escondido Boulevard.
- Only permitted within a multi-tenant building. May not occupy more than 30% of the gross floor area.
- Only when integrated into a residential project.
- Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kalmia and Ivy Streets.
- Not allowed along Grand Avenue on ground floor within the "retail core area."
- Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Escondido Zoning Code.
- No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- Permitted on Local Historic Register properties.
- Existing automobile dealerships were a non-conforming use at the time of adoption of the Interim Downtown Specific Plan. Conversion of these sites to a new, substantially different, use shall require plot plan review pursuant to Article 16 of the Escondido Zoning Code.

NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

DOWNTOWN DISTRICTS:

HD Historic Downtown
PV Park View
CCU Centre City Urban
GT Gateway Transit
M Mercado
SG Southern Gateway
CN Creekside Neighborhood

Downtown Specific Plan

LAND USES

C. RESIDENTIAL USE MATRIX

Figure II-3 identifies the types of residential uses permitted or conditionally permitted, within the Downtown Specific Plan Area within each Land Use District. Any exceptions are noted at the bottom of the table. The Director of Community Development shall make a determination regarding whether the proposed use is similar to a listed use if a type of residential use is not listed.

The types of residential uses identified in the Matrix (Figure II-3) shall be considered with the Development Standards found in Section III, and the Land-Use Districts found in Section V when determining the appropriateness of a use.

The text describing each Land-Use District's desired vision and standards takes precedence if there is a discrepancy. Residential development types shall be considered prohibited



unless they are determined to be similar to listed uses. Conditional uses listed in the matrix are subject public hearings in accordance with the provisions of the Zoning Code.

Downtown Specific Plan

LAND USES

**FIGURE II-3
Residential Land Use Matrix**

Types of Residential Units (see Figure II-1 identifying appropriate areas for developing residential Downtown as well as Chapter 3 defining residential uses)	HD	CCU	GT	PV	M	SG	CN
Apartments (units on ground floor)	P1	P1	P1			C2	P3
Apartments (located above permitted non-residential ground-floor uses)	P	P	P	P	P	P	P
Condominiums (units on ground floor)	P1	P1	P1			C2	P3
Condominiums (located above permitted non-residential ground-floor uses)	P	P	P	P	P	P	P
Single-Family, Detached (conventional)						P4	P4
Single-Family Detached or Attached, Row-Home Units	P1	P1	P1	P1	P1		P3
Duplex (two units attached)							P3
Artisan Loft	P1		P1		P1	P1	P
Shopkeeper	P1		P1		P1	P1	P
Residential-Care Facility (services necessary for day-to-day living provided to tenants)	C			C		C2	C

P = Permitted C = Conditional Use Permit required

- 1 Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval pursuant to Article 19 of the Escondido Zoning Code.
- 2 Ground-floor residential not permitted on Escondido Boulevard.
- 3 Ground-floor residential on Pennsylvania Avenue requires CUP.
- 4 Conventional, single-family residential permitted provided structure qualifies as a historical resource

Districts:

HD= Historic Downtown
CCU= Centre City Urban
GT= Gateway Transit
SG= Southern Gateway

M= Mercado
PV= Park View
CN= Creekside Neighborhood

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

III. DESIGN PRINCIPALS, GUIDELINES, AND STANDARDS

A. PURPOSE STATEMENT

There exist certain elements of good urban design in the creation of public and private spaces that make up the fabric of a downtown. This document seeks to identify those principles and supportive guidelines, to explain them in a way that is clear, and to give direction on their use. Proposed projects should preserve, respect and promote the existing character, scale, and the patterns of downtown Escondido. In its transition to a more urban environment, efforts should be made to capitalize on the City's unique history, climate, and geography. The goal of this document is to encourage well thought out urban design solutions, increase the level of quality projects and to provide the community with a future environment that is as rich as its past. Information from this chapter should be used in concert with Sections B and C of this Chapter, which details certain design standards. There might be points of discussion on any project for which there is no one clear solution. Preserving the character of Downtown Escondido, along with the area's overall vision, should be the fundamental goal of the design process.



1. PLANNING PRINCIPALS AND GUIDELINES

a. Projects should contribute to a “sense of place”

Downtown Escondido has a unique sense of place because of its streets, character, history and climate that exists nowhere else. Project architects and planners should strive to understand the history and character that make the community a unique place and how their project design for a specific site would contribute to Escondido being “Somewhere vs. Anyplace.”

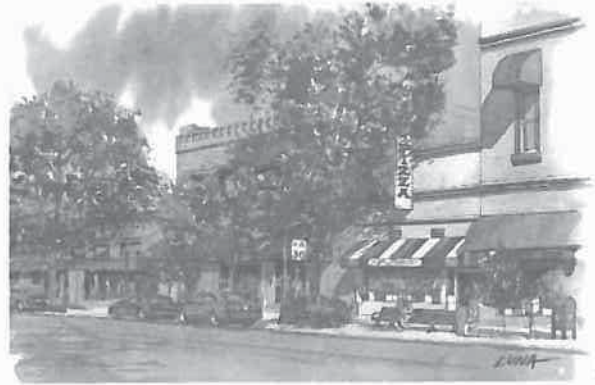
Guidelines:

- 1) Proposed projects should preserve, respect and promote the existing character, scale, architecture and the patterns of the historically significant downtown.
- 2) The street level shall be enhanced as an inviting place for pedestrians by providing features that are visually interesting and human in scale. These may include storefront windows, display cases, art, historical plaques and landscaping.

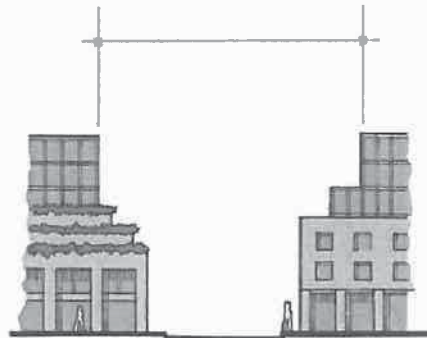
Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

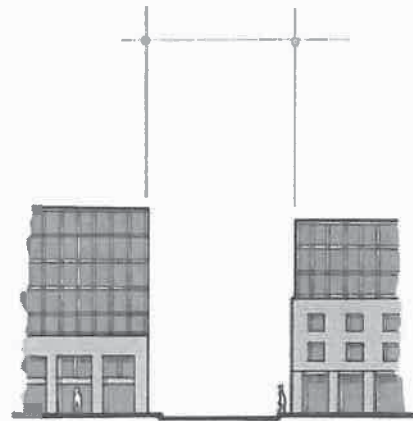
- 3) Significant historic facades and architectural features visible from the public right-of-way shall be preserved. Replacement elements on historic buildings should replicate the original elements as closely as possible in terms of materials, profile, and detail which add to the building's character and the downtown overall. Replication should be based on historic evidence, not conjecture.



- 4) Structures proposed for adaptive re-use shall retain the appearance of their original use, particularly if the structure is deemed historically significant. Landscaping, lighting, signage, parking, and other exterior structural additions/modifications, shall be designed to not impact surrounding residential uses.
- 5) Buildings shall have architectural features and patterns that provide visual pedestrian-scale interest, reduce massive visual effects (such as avoiding large blank walls, step-back building facades for upper floors, etc.), and recognize local character.



ENCOURAGE STEPPING BACK



DISCOURAGE CAVERNOUS EFFECT

- 6) New buildings shall reflect and reinforce the scale; mass, proportion, rhythm, and attention to detail that are established by existing well-designed building facades along the street.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- 7) Building materials shall use durable and timeless materials that are typically associated with urban environments.
- 8) Multi-story buildings are considered important components of the compact, urban, pedestrian-oriented city. Multi-story buildings shall establish a desirable street edge with upper floors that provide opportunities for residential development needed to create a vibrant neighborhood.
- 9) New, low-profile, single-story buildings are discouraged. Projects shall incorporate high-profile and vertical design features sufficient to portray a desirable urban quality and comfortable public realm with adjacent buildings.
- 10) Higher density, pedestrian-oriented projects are encouraged that add to the economic viability of the downtown area.

b. Build to the sidewalk or the street property line.

A continuous "street edge" frames and defines the public space, transforming the street into an enjoyable outdoor public space. Buildings with transparent store fronts at the sidewalk engage the pedestrian's interest, attention and curiosity. Conversely, buildings set back from the street erode the "street edge," disconnect the pedestrian from the building's use and activity, as well as prevent the pedestrian from enjoying attractive building details.



Guidelines:

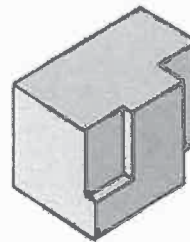
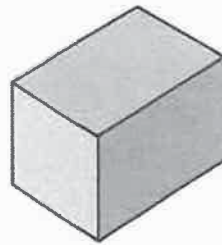
- 1) As required by the Specific Plan District, the majority of a building's footprint should, especially at the street edge, contact the ground plane by avoiding the use of columns with cantilevered overhangs and/or porches along the street edge. A building's main front façade should not be set back from the street.
- 2) As required by the Specific Plan District, approximately 70% of the building wall along the street should contact, or be in close proximity to, the street edge to provide an urban look and help activate the street.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

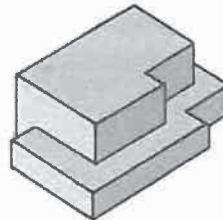
- 3) Elements that vary façade planes and create a visual play of light and shadow shall be incorporated along the street edge. Long, uninterrupted, horizontal surfaces and “box-like” appearances shall be avoided. Display windows, store entrances, upper windows and other architectural features are encouraged in these locations.

(BOX-LIKE APPEARANCE)
DISCOURAGED



(VERTICAL ARTICULATION)
ENCOURAGED

- 4) The majority of the block street edge should consist of building walls. Gaps in the street wall that occur as open space should be planned to be subordinate to the definition of the street edge with buildings.



(VERTICAL ARTICULATION)
ENCOURAGED

- 5) Pedestrian-oriented storefront windows should be located on the street edge as well as pedestrian-scale signage, canopies, and awnings. Doors can be offset slightly away from the street to increase window area.
- 6) Changes in paving, hedges and walls also should be used to define the street edge in addition to building façades.

c. Incorporate pedestrian-scaled storefronts and narrow residential lots

A more compact, walkable community is established by incorporating narrow storefronts and lots with increased frequency of entry points in both commercial and residential buildings that limit long expanses of inactivity along the street. Ground-floor retail buildings should have transparent storefronts at the sidewalk to engage the pedestrian's interest, attention and curiosity, drawing them in to explore and shop.

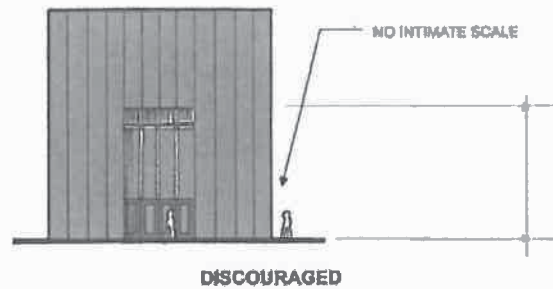
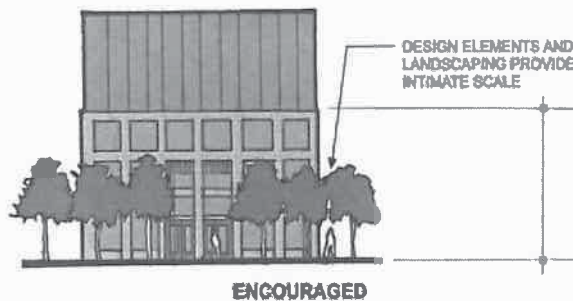


Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

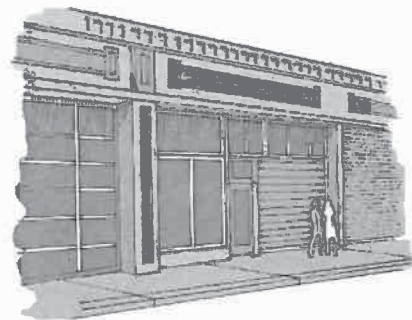
Guidelines:

- 1) The ground-floor portion of buildings should be architecturally distinguished from the upper façade to form a visual base for the building and to create an intimate scale for the pedestrian environment.



- 2) Multiple storefronts within the same building should be visually compatible in terms of scale, alignment, color, materials, and building elements.
- 3) Storefront entrances should be clearly distinguished from entrances to lobbies or upper floors through the use of architectural treatments and materials selection.
- 4) Larger projects should be designed to emulate the existing rhythm and scale of the downtown. This will minimize expansive inactive storefronts.

THE DIFFERENT FINISHES OF A MATERIAL CREATE TEXTURE



TEXTURES PROMOTE INTIMATE SCALE

d. Design sidewalks with the pedestrian experience as the priority

Sidewalks should be wide enough to encourage pedestrian use and provide a safe and pleasant walkway. Vehicular driveways that cross sidewalks should be minimized and sidewalk clutter eliminated for safety and aesthetic purposes. Curvilinear walks should be avoided, since they draw the pedestrian's attention away from the streetscape and businesses, and are more difficult to navigate by large numbers of people.

Guidelines:

- 1) The pavement and streetscape within the public right-of-way should be uniform so that they act to provide continuity throughout the downtown.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- 2) Decorative sidewalk paving on private property may be used to enhance the pedestrian experience.
- 3) Private open-space development and streetscape design of the sidewalk areas should be coordinated when conditions permit.
- 4) All streetscape furniture in the public right-of-way should be similar to that adopted for use by the City of Escondido
- 5) Low walls, landscaping, stoops or porches, and paving should be utilized to clearly define public, semi-private, and private space.



- 6) Arcades built over the sidewalk or in front of store windows shall be high enough and open enough not to obscure display windows.
 - 7) Features that can protect pedestrians from inclement weather (umbrellas, awnings, canopies, recessed entries, are encouraged and should be designed as a building's integral features.
 - 8) Outdoor dining in the sidewalk area associated with an adjoining eating or drinking establishment is encouraged. All proposals for outdoor dining areas shall comply with the provisions established in Chapter VII.
- e. Preserve the existing circulation grid, encourage narrow streets with modest curb radius, and recognize alleys as streets.**
Preserving the historic street grid (including alleys) enables good traffic flow, route choice, safety, continuity, and provides more available land for storefronts. Narrow streets force vehicles to travel slowly, significantly contributing to pedestrian safety, low noise levels, and better neighborhood livability. As the Downtown continues to mature, alleys serve as valuable public property functioning as secondary streets.

Guidelines:

- 1) Projects should include narrow turning radiuses to slow vehicular traffic and enhance pedestrian safety.
- 2) Buildings that provide access from alleys shall incorporate well-designed rear facades and entries to draw pedestrians, improve public safety, and create a more vibrant downtown.
- 3) Vehicular driveways that cross sidewalks should be kept to a minimum number.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

f. Design projects that maintain safe streets and spaces

Effective building and planning techniques and establishment of mixed-use neighborhoods, where people can view the streets throughout the day, both from ground-floor shops and upper-floor residential units are effective in reducing crime. Citizen surveillance is promoted when the neighborhood, or commercial area, is designed for frequent pedestrian activity. Areas without pedestrian activity often attract illegal or unsafe behavior because there is no one to observe the crime or report it.



Guidelines:

- 1) Private spaces, serving individual units (excluding entry areas for stoop units), shall be inaccessible from the public street but accessible from the interior of each unit.
- 2) Residential parking should be conveniently located to facilitate surveillance from the units or from a monitored viewing area.
- 3) Pedestrian walkways shall be located where they can be easily surveyed from public or private areas.
- 4) Lighting shall be provided for the entire developed site with concentrations at walkways, ramps, parking lots, and unit entrances.
- 5) Landscaping shall not be placed so as to screen the doors and windows of units from the street or from walkways leading from the street to the dwelling-unit entries.

g. Incorporate mixed-use development that includes a variety of housing types and densities with pedestrian-oriented ground-floor retail and office uses along the street.

Mixed-use development creates vibrancy, provides more housing choices, and reduces the need for automobile dependency. Ground-floor active retail is critically important because it provides energy and interest at the street level which encourages pedestrian traffic. A variety of housing types and densities would create a varied-income environment, and, *if* well designed, would not create overcrowding. This variety would provide residents opportunities to transition to different housing types within the same community to balance economic health.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

Guidelines:

- 1) The design of mixed-use projects shall reflect the nature of commercial uses proposed for the development and include provisions for:
 - a. Types of permitted and conditional uses;
 - b. Vehicular and pedestrian access to commercial and residential areas;
 - c. Hours of operation for commercial uses;
 - d. Buffers to the residential area;
 - e. Residential and commercial security;
 - f. Deliveries, noise, odors, trash;
 - g. Commercial and residential parking;
 - h. Open-space (private and collective);
 - i. On-site amenities for residences (common facilities, storage, etc.); and,
 - j. Interrelating commercial and residential spaces (live/work, retail, office).



- 2) The residential density for mixed-use developments shall consider the planned urban vision as well as the existing development pattern as a means to establish compatibility.
- 3) Principles and guidelines pertaining to ground-floor (street level) design shall apply.

h. Design projects that encourage views to important spaces and buildings

Placing prominent building or public outdoor spaces at the 'visual termination' or end of a street, lane or other public way would provide dignity and prominence to important civic buildings; such as, libraries, city halls, churches, convention and performing arts centers, and parks. This would create more pleasant outdoor spaces accessible to the general public, connect visually and physically different parts of the city, and serve as landmarks to visitors.

Guidelines:

- 1) Private and public development should analyze surrounding features to maximize view corridors toward important Downtown spaces as part of their application process.
- 2) Projects should include opportunities for pedestrian connections, depending on the proximity of such spaces and/or buildings.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

i. Provide safe, efficient, and convenient parking to serve employees, residents and visitors that enhances the downtown experience.

The community relies heavily on the automobile for transportation. Effective measures can be implemented to ensure that downtown's focus is aimed at enhancing the pedestrian experience.

Guidelines:

- 1) Locate required on-site parking at the rear of buildings. The on-site parking shall not diminish the defined street edge or detract from the pedestrian experience.
- 2) On-street parking shall offer convenience, slow traffic, and provide a visual and safety buffer between the pedestrian and the street.
- 3) Development shall address residential, guest, and commercial parking needs on-site as well as the appropriateness of gated and/or reserved parking.
- 4) Parking lots shall be landscaped to soften their area and provide a visual buffer. A combination of trees and shrubs in a landscaped strip or planter creates an effective separation where a parking lot abuts a public sidewalk.
- 5) Tandem spaces may be appropriate in residential developments.
- 6) Structured parking shall create a visually attractive and active street edge to enhance the pedestrian experience in the following manner:
 - (a) Parking structures shall generally be limited to extend no more than one-half story above grade adjacent to the sidewalk, or shall be developed below street level.
 - (b) Parking garage facades shall complement the area's existing architecture.
 - (c) A majority of the parking structure's street frontage shall include sufficient retail or commercial space to accommodate a variety of pedestrian-oriented uses, or be constructed at the rear of the building.
 - (d) Vehicular entry points into garages should be minimized and located to minimize pedestrian exposure.



j. Encourage features that increase and enhance ridership on public transit

Providing safe, pleasant, and convenient public-transit stops in a neighborhood encourages residents to use the transit system reducing overall automobile trips.

Guidelines:

- 1) Developments should incorporate plazas, outdoor seating, and shade, etc. adjacent to transit stops to improve the public transportation experience.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- k. **Water features, benches, public art, hardscape, shade and consideration of the City's trail system shall be incorporated in project landscape plans to enhance the downtown urban experience.**

Thoughtful design contributes to a neighborhood's identity and sense of place. Well-designed water features, seating, public art, and hardscape add aesthetic appeal that creates an energy which encourages the use of public gathering places.



- 1) Appropriate trees and landscaping palettes shall be incorporated into project designs with water features, public art, seating, and shade to soften the hardness of the urban area, to promote neighborhood or street identity, to add human scale, and provide recreation.
- 2) Development in proximity of trails identified in the City's Parks, Trails and Open Space Master Plan (Figure III-1) should consider linkages and design features that promote pedestrian usage.
- 3) Small landscaped pockets and planters, with seating, are encouraged to soften the street edge.



FIGURE III-1

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

2. ARCHITECTURAL PRINCIPLES AND GUIDELINES

- a. **Buildings should contribute to the public realm and the neighborhood with appropriate urban materials, textures, colors, signage, lighting, massing and balance.**

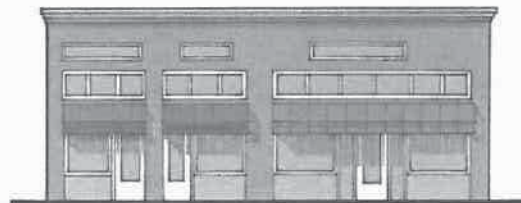
Well-designed building architecture and signage shall respect and relate to its surroundings in scale, mass, character, color, asymmetrical or symmetrical balance, and use of texture, but also seek to have and celebrate a unique identity that attracts patrons. Buildings should not strive to replicate nearby neighboring building details and colors, since doing so would dilute the aesthetic vibrancy of downtown.



EMPHASIS THROUGH MASSING

Guidelines:

- 1) Use durable, timeless materials that are typically associated with urban environments.
- 2) Discourage typical suburban residential materials and finishes, such as residential roofing styles and large expanses of wood.
- 3) Colors for building wall surfaces, trim areas, and awnings shall be coordinated and non-garish. Consultation with a color specialist to ensure a harmonious palette is strongly encouraged.
- 4) Alterations and/or additions to existing buildings should improve the character of the building and its relationship to historic character, as well as be compatible in scale, materials and character with the main structure.
- 5) The architectural design of detached buildings shall complement the main structure through the use of compatible details, materials and colors.



ASYMMETRICAL BALANCE



SYMMETRICAL BALANCE

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- 6) Well-designed and appropriate exterior lighting shall be incorporated to provide security, visual comfort for pedestrians, and enhancement of façade details.
 - 7) Minimize glare into pedestrians' eyes by utilization of indirect lighting where appropriate.
 - 8) Building lighting should highlight signs, entrances and walkways, display windows, or outstanding architectural features. Building lighting that blinks, changes, or is otherwise distracting shall be avoided.
 - 9) All exterior lighting fixtures in parking areas and driveways shall utilize cutoff shields, or other appropriate measures, to conceal the light source from adjacent uses and rights-of-way.
 - 10) Building and signage lighting should be indirect, and with the light source(s) hidden from direct pedestrian and/or motorist view.
 - 11) To enhance readability, comprehension, and aesthetics, signage should be minimal in content, as well as appropriate in size, scale, font and location to help identify a location and provide direction to users.
- b. **Buildings shall orient toward the street, have a strong connection with the ground plane and immediate surroundings, as well as appropriately reflect the building's purpose and use.**



Successful commercial establishments are designed to provide convenience for customers by minimizing walking distances from public sidewalks. Rear or side entrances make travel inconvenient for pedestrians and discourage commerce. Such a design also cuts the building off from street life. A building with its main entrance directed away from the primary sidewalk and street "turns its back" to the public realm and reduces urban vibrancy.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

Guidelines:

- 1) The majority of a building footprint should, especially at the street edge, contact the ground plane with a design that reflects the retail, office, or residential use.
- 2) Buildings that are elevated to accommodate 'tuck-under' parking are discouraged because they "disconnect" the building's users from the ground, street and neighborhood.
- 3) Building entry points should be clearly visible.

c. Multi-story buildings strengthen opportunities for a compact pedestrian-oriented environment.

Single-story buildings do not provide the density needed to make public transit, walking, and bicycling viable. They are typically too low in profile to form a desirable, comfortable public environment with facing buildings across the street. Higher building profiles create the desired street edge, and additional stories allow the establishment of the number of residents needed for a vibrant neighborhood.

Guidelines:

- 1) All glass on ground floors should be clear and non-reflective. Upper floor windows may have lightly tinted, but non-reflective, glass.
- 2) Retail and commercial buildings in the core area should reflect the party-wall construction pattern with adjacent buildings sharing a common wall.
- 3) Retail and office buildings shall maintain a design distinction between upper stories and the street-level façade.
- 4) Building corners shall incorporate special architectural treatment that enhances the structure as well as the downtown experience; such as, plazas, towers, gathering places, etc.



Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- 5) Side and rear facades should be articulated in a comprehensive design that is compatible with the design of the front façade.
 - 6) Provide a termination to the top of the building in a way that complements and enhances the character of the building and the area.
 - 7) Variations in rooflines should be used to add interest to, and reduce, the massive scale of large buildings.
 - 8) Rear vehicular entrances on buildings are encouraged. Underground parking should extend above the sidewalk line no more than one-half story, and shall be designed so that the street edge is still attractive and inviting to pedestrians
- d. **Dwelling units shall be designed to strengthen residents' vested interest in the success of downtown through the use of front porches, effectively designed openspace, project amenities, etc.**

Urban residential developments offer a different lifestyle from that of the suburban. There are attributes of the urban environment that are unique, with certain trade-offs, such as less privacy, more noise and less private outdoor space.

- 1) Porches, stoops, balconies and recessed entries in residential projects are encouraged. Design of these elements should retain a sense of privacy, but still allow interaction with the sidewalk while providing "eyes on the street."
- 2) First-floor windows located at ground level should be designed or located to encourage a sense of privacy.
- 3) Residential projects shall be a minimum of two stories and shall maintain a strong edge similar to commercial buildings.
- 4) Residential projects, with portions of underground parking extending above the sidewalk line, shall be designed so that the street edge is still attractive and inviting to pedestrians.
- 5) Public, semi-private, and private spaces should be defined by utilizing low walls, landscaping, stoops, porches, and decorative paving.
- 6) Urban design should offer appropriate amenities, such as high loft-like spaces with generous areas of glass. Private balconies or decks are encouraged even if these amenities are small.



Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

B. DESIGN STANDARDS

1. SITE DEVELOPMENT FLEXIBILITY

Adjustments to the site development regulations may be approved or conditionally approved by the Director of Community Development if it is demonstrated that the proposed adjustment would be compatible with, and not prove detrimental to, adjacent property or improvements:

- a. Adjustments to setback requirements up to 25% or four feet (whichever is less).
- b. Required landscaping may be permitted in the public right-of-way if a minimum four-foot clear sidewalk is maintained, Americans with Disabilities Act (ADA) requirements are met, and an encroachment permit is obtained from the Engineering Division of the Public Works Department. This provision shall apply only if there is no encroachment on the existing right-of-way by a future street improvement that would render the landscaping feature(s) to become non-conforming.



2. PARKING

On-site parking shall be provided according to Article 39 of the Escondido Zoning Code, with the exceptions noted below. The provision of on-site parking spaces shall not be required for existing, new or expanding non-residential uses within Vehicle Parking Districts 1 and 2. For mixed-use, and/or shopkeeper developments outside Vehicle Parking Districts 1 and 2, the number of spaces shall be calculated by totaling the gross floor area (GFA) of commercial space at a ratio of one space per 250 square feet GFA (or other appropriate ratio, depending on the uses proposed), plus standard parking ratios for residential uses and required guest spaces. For mixed-use, and/or shopkeeper developments within Vehicle Parking Districts 1 and 2, the number of spaces shall be based on the standard parking ratios for residential uses and required guest spaces. Parking may be modified through the Planned Development application process. Justification for any parking modification request shall be based on a peak-hour parking demand utilizing a methodology pre-approved by the City. A Plot Plan application will be required for construction of new floor area.

a. Off-site Parking

Off-site parking may be available with review by the Planning Commission with a joint-use parking agreement. All of the required parking for a site may be provided using the joint-use agreement subject to the following:

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- 1) The building or use for which application is being made for authority to utilize the existing facilities provided by another building or use shall be located within the downtown area and within ¼ mile of such parking facility.
- 2) The applicant shall show that there is no substantial conflict in the principal operating hours of the building or uses for which the joint use of off-street parking facilities is proposed.
- 3) Parties involved in the joint-use of off-street parking shall provide the City with an appropriate legal instrument approved by the City Attorney as to form and content. Such instrument, when approved as conforming to the provisions of this article, shall be recorded in the Office of the County Recorder and copies thereof filed with the Building Department and the Planning Commission.
- 4) Off-site valet parking shall be permitted with a joint-use agreement.
- 5) All joint-use parking agreements shall have provisions granting the City authority to require signage on parking spaces if needed.

b. Additional Residential Tandem and Standard Parking Criteria

- 1) All parking spaces for residential units shall be covered, or enclosed, except for guest parking.
- 2) Wider parking stalls shall be incorporated adjacent to vertical support walls, beams, and/or columns that impede access within structured parking garages.
- 3) Tandem parking proposed for residential development shall be processed through the Planned Development application.
- 4) All enclosed garages shall be constructed with roll-up doors.
- 5) A maximum 25% of residential units may be provided with tandem spaces.
- 6) Tandem spaces shall not be assigned to separate residential units.
- 7) Minimum interior, enclosed-garage, tandem-space dimensions shall be 10 feet wide and 38 feet long.
- 8) Minimum structured parking tandem-space dimensions shall be 8.5 feet wide and 36 feet long.

c. Tandem Parking for Commercial Uses

A portion of the required parking may be installed as tandem spaces by approval of a Conditional Use Permit for commercial uses that provide valet service during operating hours. This would limit any future changes in building occupancy.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

d. Vehicle Spaces Shall Be Reserved for Parking

Provisions shall be made to ensure that parking spaces remain available for operable vehicles and not for inoperable vehicles or general storage.

e. Conversion of On-Site Parking for Outdoor Dining

On-site private parking spaces may be converted for outdoor dining to accommodate an on-site restaurant subject to City approval.

3. VEHICLE PARKING DISTRICTS

a. Vehicle Parking District No. 1

Special assessments have been paid by property owners whose businesses are located within Vehicle Parking District No. 1 for establishing and financing public parking spaces (Figure III-2). For the purpose of calculating parking requirements for a current or future non-residential use, a property shall be deemed to have the number of parking spaces required by the City for the most intensive land use permitted for such property. Developers of vacant or under-developed parcels are encouraged to provide a number of parking spaces commensurate with their anticipated demand, but there is no minimum requirement.

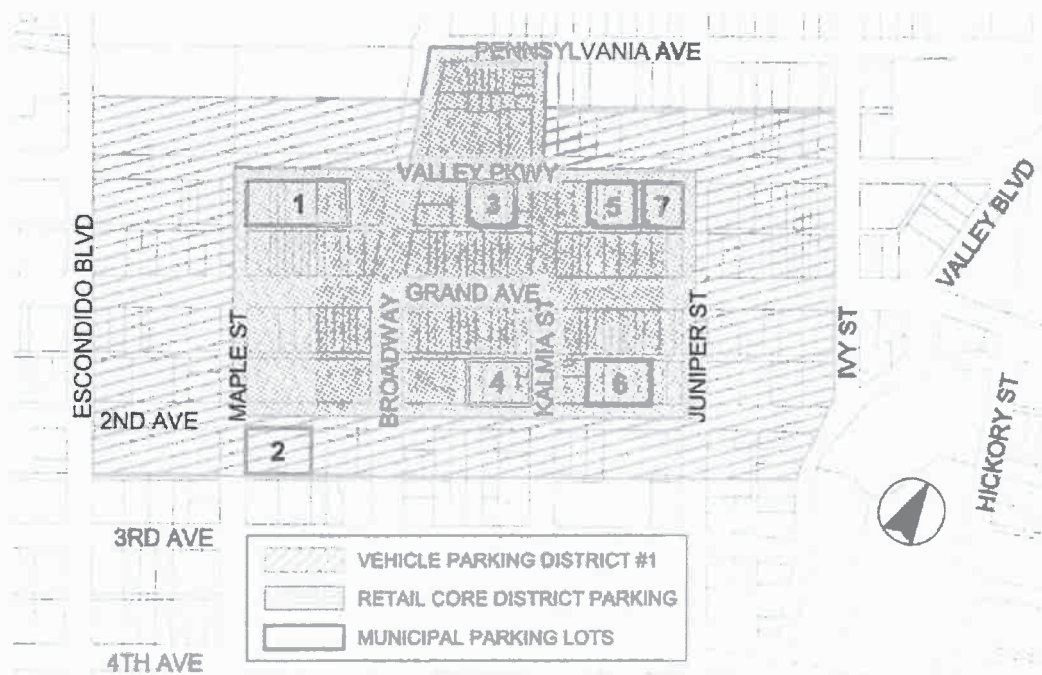


FIGURE III-2

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

b. Vehicle Parking District No. 2

Vehicle Parking District No. 2 (Figure III-3) is the western extension of downtown and has been identified as a targeted commercial area where parking incentives could help retain existing businesses and facilitate new or expanding businesses. The area of the Mercado District that is included within the Downtown Specific Plan is also included within Vehicle Parking District No. 2. For the purpose of calculating parking requirements for a current or future non-residential use, a property shall be deemed to have the number of parking spaces required by the City for the most intensive land use permitted for such property. Developers of vacant or underdeveloped parcels are encouraged to provide a number of parking spaces commensurate with their anticipated demand, but there is no minimum requirement.

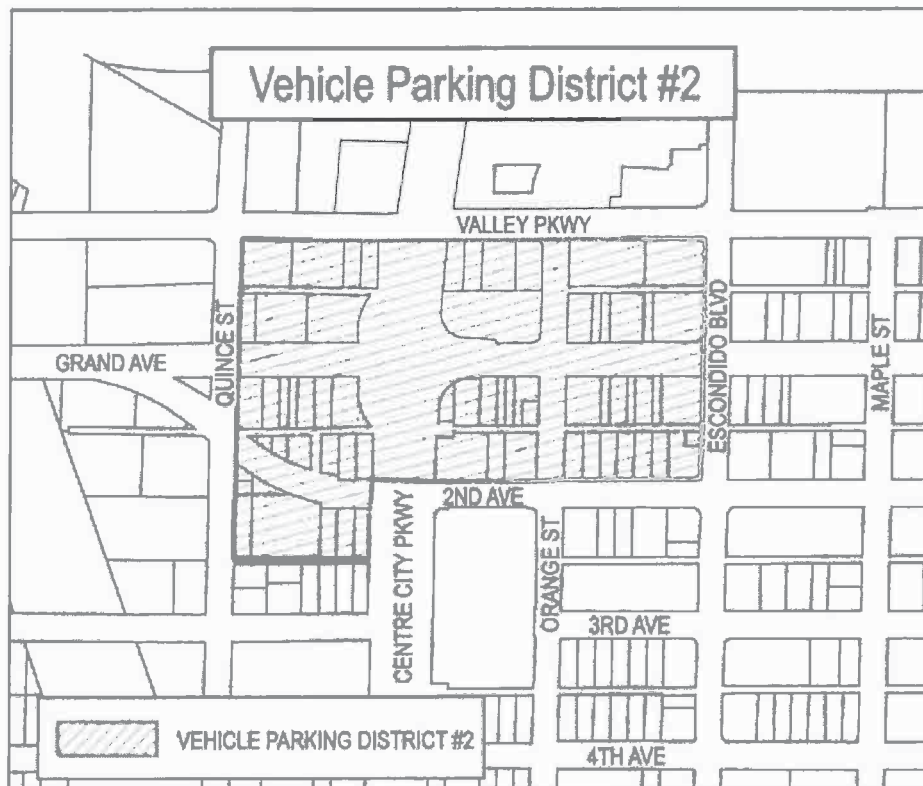


FIGURE III-3
Revised 07/13/11

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

4. DOWNTOWN RETAIL CORE PARKING DISTRICT

The parking ratio for all land uses within the Downtown Retail Core Parking District (Figure III-2) shall be the same as Vehicle Parking District No. 1. Parking management strategies for public off-street parking lots may include time restrictions and the sale of parking permits for long-term parking on selected public lots.



Existing on-street parking, offering convenient and visible parking for Downtown visitors, is important for developing and retaining a solid customer base. Shorter time restrictions may be imposed for on-street parking in proximity to main retail and restaurant uses, including Grand Avenue, Orange Street, Maple

Street, Broadway, Kalmia Street, Juniper Street, and portions of Ivy Street, in order to maximize convenient parking for Downtown shoppers and discourage the use of on-street parking spaces for long-term and employee parking. However, longer parking time limits are appropriate along Valley Parkway and Second Avenue, as well as on portions of public parking lots, in order to encourage shopping and strolling in Downtown.

The signs for municipal parking lots, installation of pedestrian arcades and pass-throughs, improvement of the alleyways facing the parking lots, and required landscaping of the lots would encourage the use of off-street parking as an alternative to on-street parking. In the absence of time restrictions and permits for parking, employers shall be responsible for coordinating with the Downtown Business Association to develop employee parking policies that ensure convenient customer parking remains available for customers.

5. BUILDING EXTERIOR MODIFICATIONS

Prior to beginning any work, proposed exterior modifications shall be reviewed by the Director of Community Development or his/her designee, pursuant to Figure VIII-1, to determine conformance with the design guidelines and policies of this Specific Plan. Alterations include, but are not limited to: painting or otherwise modifying exterior features different than existing, altering exterior architectural finishes, installing awnings, windows, doors, signs, etc. The approval of any building modification would constitute a binding agreement between the City and the property owner.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

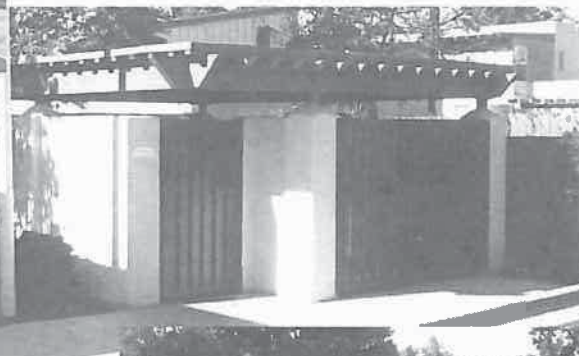
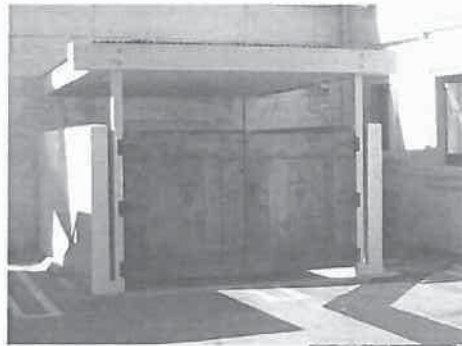
6. REFUSE AREAS



Trash and storage enclosures shall be of a size, type, and quantity approved by the City. All enclosures shall be attractive in design and integrated into the main building's architecture. They shall be shielded from view within a building or within an area enclosed by a solid wall not less than six (6) feet in height and

constructed with a roof structure that screens the enclosure from higher elevations. Said storage areas shall be located so that they are oriented away from public streets, and residential

areas, secured from unauthorized entry, and easily accessible to collection vehicles as well as meet all National Pollution Discharge and Elimination System (NPDES) requirements.



Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

7. SIGNAGE

All signs shall conform to Article 66 of the Escondido Zoning Code as well as standards and guidelines detailed in Chapter VI of this Specific Plan.

8. LANDSCAPING

Landscaping shall conform to Article 62 of the Escondido Zoning Code. Deviations from the code may be approved on a case-by-case basis through the Planned Development process, providing justification is documented to support the request.



9. USABLE OPEN SPACE

Usable open space, for the purpose of this document, means an open area (excluding parking) or recreational facility that is integrated into the development, and:

- a. does not exceed a grade of 10%;
- b. the common area shall be a minimum of 10 feet in all directions;
- c. private areas directly accessed from residential units shall be a minimum of 5 feet in all directions; and,
- d. outdoor landscaping, walks, recreational facilities, fountains, etc., and interior spaces for common recreation shall be included.



Residential-Only and Mixed-Use Residential Open-Space Requirement

The required amount of open space for residential-only and mixed-use residential projects is 300 square feet per unit. On a case-by-case basis, up to 50% reduction in open space may be provided in exchange for paying an in-lieu fee on a per-square-foot basis that contributes toward the cost of improving and expanding parkland in the downtown area. This percentage reduction may be increased up to

75% when considering the project's proximity to Grape Day Park.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

10. RESIDENTIAL STORAGE

A minimum of eighty (80) cubic feet of private storage area for each unit shall be provided, with no minimum dimensions less than two (2) feet. Said storage shall be required in addition to typical cabinets and closets and not include attic space.

11. ADEQUATE CLEARANCES

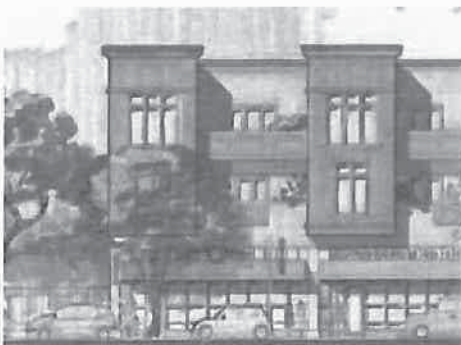
The Engineering/Public Works and Fire Departments shall review and approve appropriate clearances around and between buildings to ensure adequate sight distance, safety, and maintenance clearances for private, service, and emergency vehicles.

12. WALLS REQUIRED

A solid-masonry wall, not less than six (6) feet in height above grade, shall be built and maintained on those sides of a property in any nonresidential Specific Plan District that adjoin a residential zone, school, or park, except where the adjoining property has already provided a six (6) foot, above-ground, masonry wall. A street or alley shall constitute a separation and no wall is required. The need for screen-walls within a mixed-use project shall be evaluated on a case-by-case basis.

13. MIXED-USE DEVELOPMENT

Mixed-use development for the purpose of this document means a walkable, multi-level, live-work-play, master-planned project involving single or multiple parcels and single or multiple structures with stimulating and engaging pedestrian-level detail that creates a pleasant "experience." Such development is generally acceptable throughout the downtown area where non-residential uses are permitted. A strong commercial presence is required along the street, particularly along major thoroughfares and street corners that experience heavy pedestrian and vehicular traffic. At the street level, ground-floor mixed-use development shall utilize the design principles found in Section III.



Commercial uses wrapping around street corners, and architectural details that are differentiated on upper elevations, are important elements which establish a strong retail edge. Retail space shall be developed with sufficient interior areas and ceiling heights to accommodate a wide variety of uses. Storefront widths of 25-30 feet with 42-45+ foot depths (inclusive of handicap accessible restroom areas), and 12- to 13-foot-high ceilings are considered to be sufficient.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

14. SHOPKEEPER DEVELOPMENT

Shopkeeper development means a dedicated, street-level office, or retail space that provides pedestrian access from the street. This space shall be attached and provide access to the main dwelling unit, which is located above and/or behind the office or retail space. Shopkeeper development is generally acceptable throughout the downtown, particularly in mid-block areas that are closer to the downtown core. Shopkeeper development may not be appropriate on a street corner or on major corridors where a larger retail space is desired to maximize retail opportunities. The exterior of ground-floor shopkeeper units shall utilize the design principles found in Section III to establish a strong urban edge that is differentiated from upper elevations.



Shopkeeper development shall be designed for owners to operate their businesses while living in the attached unit by limiting separate exterior access to the residential portion of the unit. Designing the units to accommodate leasing, or purchasing either the residential or commercial space to separate tenants, is not permitted.

Shopkeeper commercial spaces shall be developed with sufficient interior areas and ceiling heights to accommodate a variety of businesses, but the variety may be more limited than the types of businesses associated with mixed-use development. Shopkeeper widths of 20-25 feet with 30-35 foot depths (inclusive of handicap accessible restroom areas), and 10-11 foot-high ceilings create a sufficient minimum area for shopkeeper uses to operate.

15. ARTISAN LOFT DEVELOPMENT

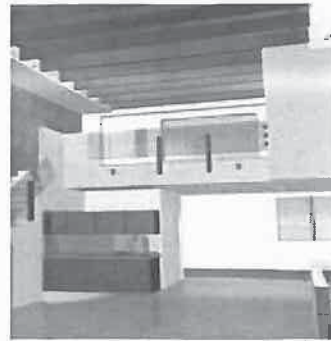


Artisan loft development is a street and / or upper-level space constructed as an expansive and open "shell" that allows individual owners flexibility for interior improvements that establish a gallery space to create, display, and sell artisan crafts with a strong connection to the living space. Within the "shell" are kitchen and sleeping areas that are secondary to the space designed for fabricating arts and/or crafts. Owners of artisan lofts shall operate their businesses while living in their units.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

The exterior of ground-floor, live-work units shall utilize the design principles found in Section III to establish a strong urban edge that may be differentiated from upper elevations depending on whether artisan lofts are integrated into upper elevations. Special attention shall be paid to the ground-floor pedestrian access, and visibility into the artisan loft space given its ability to function with residential and non-residential components in a typically open-floor plan. Artisan loft space is generally acceptable on side streets that



generate fewer traffic trips, and may be inappropriate for main thoroughfares or in areas where a stronger commercial presence is desired.



Artisan loft space shall be developed with sufficient interior areas and ceiling heights to accommodate a variety of businesses, but the variety shall be more limited than the types of businesses associated with mixed-use or shopkeeper developments. Artisan loft widths of 15-20 feet with 18-25 depths (inclusive of handicap accessible restroom areas), and 9-10 foot-high ceilings create a sufficient minimum area for artisan uses to operate, although higher ceilings may be appropriate in certain circumstances.

16. SECURITY FENCES AND STOREFRONT SECURITY GRATES



Security fences and/or storefront grates are strongly discouraged, particularly in areas designed for heavy pedestrian traffic. Security features attractively designed and non-intrusive, placed inside the structure, may be considered on a case-by-case basis, subject to the approval of the design and location by the Community Development Director, or a designated representative. Alternative security measures, such as internal alarms and reinforced glass, are encouraged.

Security fences and/or storefront grates are strongly discouraged, particularly in areas designed for heavy pedestrian traffic. Security features attractively designed and non-intrusive, placed inside the structure, may be considered on a case-by-case basis, subject to the approval of the design and location by the Community Development Director, or a designated representative. Alternative security measures, such as internal alarms and reinforced glass, are encouraged.



FIGURE III-4
Land-Use District Development Standards

	HD	PV	CCU	GT	M	SG	CN
Maximum Building Height	57' between CCP and Maple Street, 45' between Maple and Juniper Streets, 60' between Juniper and Date Streets. (120' for hospital tower)	35', not to exceed two stories, between Washington and Woodward Ave, 57' east side of Broadway, up to 85' within Grape Day Park, Civic & Cultural areas with PD application	60' and up to 75' for multi-family and mixed-use projects through the Project Plan application process	35' west of NCDT Rail line; elsewhere up to 57'	Up to 55'	57' between CCP and Broadway and between Second and Third Avenues, Historic Adaptive Reuse: 28'	57' except those areas along the northern side of Pennsylvania Street shall be 28'
Min. Frontage	None	50'	50'	50'	50'	50'	50'
Front Setback	None 10' max strongly encouraged Signs: 5'	None 10' max strongly encouraged (Parking and Signs: 5')	None 10' max strongly encouraged (Parking and Signs: 5')	None (Parking and Signs: 5')	None (Parking and Signs: 5')	10' Esc. Blvd: 0' (Historic Adaptive Reuse: 15') (Parking and Signs: 5')	10' Pennsylvania Avenue: 0' (Garage entrance 20')
Side Setback	None	None	None (Signs: 5')	None (Signs: 5')	None	None (Historic Adaptive Reuse: 5')	Pennsylvania Ave.: 0' Elsewhere: 5' + 5' for each story over 2
Street Side Setback	None 10' Max.	10'	10' (Parking & signs 5')	None (Parking and Signs: 5')	None (Parking 5')	None (Historic Adaptive Reuse: 10') (Parking 5')	10' (Garage entrance 20')
Rear Setback	None	None (10' if next to public street) (Parking and Signs: 5')	5' (10' if next to public street) (Parking and Signs: 5')	None (Parking 5')	None (Parking 5')	None (Historic Adaptive Reuse: 10') (Parking 5')	10' + 5' for each story over 2 (parking 5')
Min. Lot Size	None	None	None	None	None	None	None
Max. Bldg. Cov.	None	None	None	None	None	None	None

Parcels created prior to the adoption of this Plan shall not be denied a building permit for reasons of nonconformance with the frontage requirements of this section.

Districts:

HD = Historic Downtown

CCU = Centre City Urban

M = Mercado

PV = Park View SG = Southern Gateway

GT = Gateway Transit

CN = Creekside Neighborhood

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

C. GENERAL PROVISIONS

1. PROCESSING GUIDELINES FOR DEVELOPMENT APPLICATIONS

Applications for development may be processed prior to adoption of the updated Specific Plan, subject to meeting certain interim criteria that have been established to ensure compatibility with the planned vision for Downtown. The current provisions for building heights, intensities and residential densities of 45 dwelling units per acre shall apply while environmental review and final approval are pending for the Downtown Specific Plan Area. Proposals that conflict with adopted Specific Plan standards shall be processed on a case-by-case basis with a Specific Plan Amendment, Planned Development and Development Agreement application along with other appropriate applications dependent on the nature of the project (tentative map, conditional use permit, etc.) with individual environmental analysis. The following interim criteria shall be applied when considering proposed projects:



- a. The project does not propose new residential uses in areas considered in the pending plan for only commercial and/or office uses.
- b. The project is generally consistent with, or does not significantly depart from, the development standards, land uses, design principles, and design guidelines proposed in the pending Specific Plan, and would not likely prejudice or compromise future planning efforts.
- c. The project accommodates all required parking on-site without using adjacent streets; or, as modified through the Planned Development application process, shall include supporting documentation to the satisfaction of the City.
- d. The project provides a minimum of 300 square feet of usable open space (as defined in the pending Specific Plan) for each proposed residential unit, or the project contributes an in-lieu fee on a per-square-foot basis toward the cost of improving and expanding Grape Day Park.
- e. The project provides a sufficient leasable size and square footage that are generally consistent with the pending Specific Plan to encourage and sustain a variety of uses for proposed retail or office space.
- f. The project contributes to the preparation of the pending Environmental Impact Report that assesses its cumulative impacts as well as appropriate contributions toward required infrastructure needed to support the build-out of the Downtown.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- g. The project has been initiated by the City Council for processing based on the application's merits for satisfying Downtown's Strategic Goals as identified in Chapter I.

All construction and development within the Specific Plan Area shall comply with the provisions of the interim Specific Plan and other documents incorporated by reference. If any issues arise that are not covered by the provisions of this Specific Plan or other referenced documents, the most applicable provisions shall prevail as determined by the Community Development Director. The interim Specific Plan affects private property through regulation of land uses and physical property improvements. Implementation of these regulations shall be achieved through the planning approval and review process utilizing the decision-making authority of the Planning Commission and City Council.

2. OTHER APPLICABLE CODES AND ORDINANCES

Unless otherwise stated within the interim Specific Plan, all construction and development within the Specific Plan Area shall comply with applicable provisions of the City Council-adopted Subdivision, Municipal and Zoning Ordinances, Uniform Building Code and the various related mechanical, electrical and plumbing codes, as well as any adopted Federal, State or local housing laws and regulations that apply. Projects that have formally submitted, or have been approved, prior to the adoption of the Interim Specific Plan, are eligible to retain their parking designs and requested incentives for consideration as prescribed in the previously adopted Specific Plan (see Figure VIII-2).



3. DIRECTOR DETERMINATIONS

If there is no sufficient provision provided for an issue, condition, or situation that arises, or is not clearly understandable, those regulations that are applicable for the most similar issue, condition, or situation shall be used by the Director of Community Development as guidelines to resolve an unclear matter. Determinations of the Director may be appealed to the Planning Commission within ten days of the determination.

4. AMENDMENTS

City Council action is required to amend the Specific Plan. An amendment may be initiated by the City Council, Planning Commission, staff or private property owner and shall be subject to the appropriate City Council adopted fee schedule. The criteria identified in Section 1 shall apply in reviewing any amendment.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

5. VIOLATIONS

Any persons, firm, or corporation (whether a principal, agent, employee, or otherwise) violating any provisions of these regulations shall be subject to the penalties and provisions of the City Municipal Code.

6. LAND USE DETERMINATIONS

Whenever a particular use has not been clearly listed as being permitted or conditionally permitted in a land-use district, it shall be the duty of the Director of Community Development to determine if said use is: (a) consistent with the overall intent of the district in which the use is proposed; and, (b) consistent with the other permitted or conditional uses in that district. An amendment shall be required to add a use not clearly listed.

7. NONCONFORMING USES AND STRUCTURES

Lawful uses of land or structures that would not be permitted by the regulations imposed by this Specific Plan shall be governed by the Escondido Zoning Code with the following exceptions:

- a. Nonconforming signs shall be treated separately from the nonconforming structure and use, and shall not cause the property and/or use to be deemed nonconforming. Nonconforming signs shall be subject to provisions of Article 66 of the Escondido Zoning Code. Improvements to a nonconforming sign may be considered separately from any improvements to the property, limited by the provisions of the Escondido Zoning Code.
- b. The following improvements are exempt from the nonconformance provisions and shall not count toward the total improvement limitations on the property:
 - 1) Building facade improvements, including rear facade rehabilitation; and,
 - 2) Stabilization of unreinforced masonry.
- c. Structures listed on the City's Local Register of Historic Places are deemed to be legal nonconforming uses. Permissible modifications are exempt from the limitations on improvements imposed by the Escondido Zoning Code.



Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

8. PERMITTED USES WITHIN MIXED-USE PLANNED DEVELOPMENT ZONES

In situations where a Mixed-Use Planned Development has been approved in conformance with the provisions of the Interim Downtown Specific Plan and the Zoning Code, but has not been constructed, the permitted uses for the existing building(s) within the Planned Development zone shall be those of the underlying district.



Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

IV. HISTORIC PRESERVATION STANDARDS & GUIDELINES

A. PURPOSE STATEMENT

The overriding principle of design for historic buildings is to be consistent with the significant architectural style of the building. The "Secretary of the Interior Standards and Guidelines for Historic Preservation" is an appropriate resource for reference. The significant architectural style of the building is the style which existed when that building gained historical importance. In many cases, this is the original style of the building at the time of construction. However, in some cases, the significant architectural style is established when a later modification is made which has its own historic value.



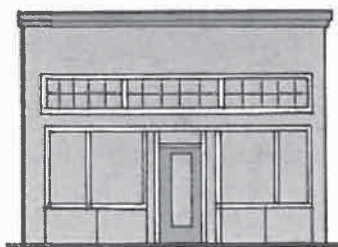
The following Design Guidelines focus on historic commercial structures and adaptive re-use of historic residential structures for commercial uses. The Guidelines also can be applied to historic residential structures. In the event that research cannot determine the building's significant architectural style, adjacent buildings' ages and architectural styles shall be considered. The resultant design for the subject building should be consistent with a single architectural style and not a compromise between, or an amalgam of, various adjacent styles.

The following Design Guidelines focus on historic commercial structures and adaptive re-use of historic residential structures for commercial uses. The Guidelines also can be applied to historic residential structures. In the event that research cannot determine the building's significant architectural style, adjacent buildings' ages and architectural styles shall be considered. The resultant design for the subject building should be consistent with a single architectural style and not a compromise between, or an amalgam of, various adjacent styles.

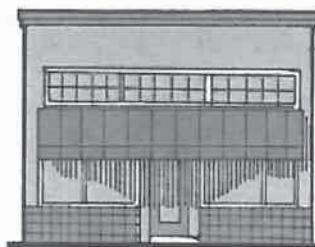
Guidelines also can be applied to historic residential structures. In the event that research cannot determine the building's significant architectural style, adjacent buildings' ages and architectural styles shall be considered. The resultant design for the subject building should be consistent with a single architectural style and not a compromise between, or an amalgam of, various adjacent styles.

1. DESIGN GUIDELINES FOR HISTORIC BUILDINGS

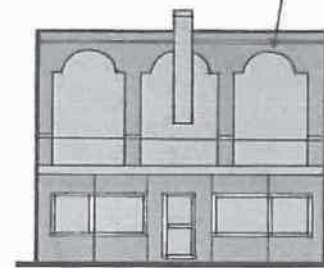
- a. Historic Local Register commercial buildings should be researched before designs for alterations, additions, or rehabilitation are prepared so that changes to the building can be based on a clear understanding of the importance of the building and the feasibility of retaining or restoring its significant architectural features.



EXISTING ORIGINAL FACADE



ENCOURAGED



ALTERED FACADE
DISCOURAGED

Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

- b. Buildings should be recognized as products of their own time and should not incorporate alterations which create a historic appearance unrelated to the significant design of the building.
- c. Buildings that have attained historical importance with altered facades made over 50 years ago represent a natural evolution and are evidence of the area's history. Re-creation of the original façade is not recommended.
- d. Distinctive stylistic features which exemplify the style should be retained, uncovered, and restored. Where necessary, due to damage or deterioration, original elements of design which define style should be recreated.



**FACADE WITH RESTORED STYLE ELEMENTS
ENCOURAGED**



**FACADE ALTERATION DOES NOT RETAIN BUILDING STYLE
DISCOURAGED**

- e. Damaged architectural features should be repaired, rather than replaced, whenever possible.
- f. If alterations to a historically significant building are necessary to ensure its continued use, these changes should not alter, obscure, or destroy historically significant features, materials, forms, or finishes.
- g. Additions to historic buildings should be complementary (not identical) as well as removable.
- h. The cleaning of historic facades should always be approached by employing the gentlest method possible first, and then increasing the severity of treatment as necessary. Brick masonry, wood, and terra cotta should NEVER be sandblasted to clean or remove paint to avoid permanent damage.



**DAMAGED SANDBLASTED
MASONRY**

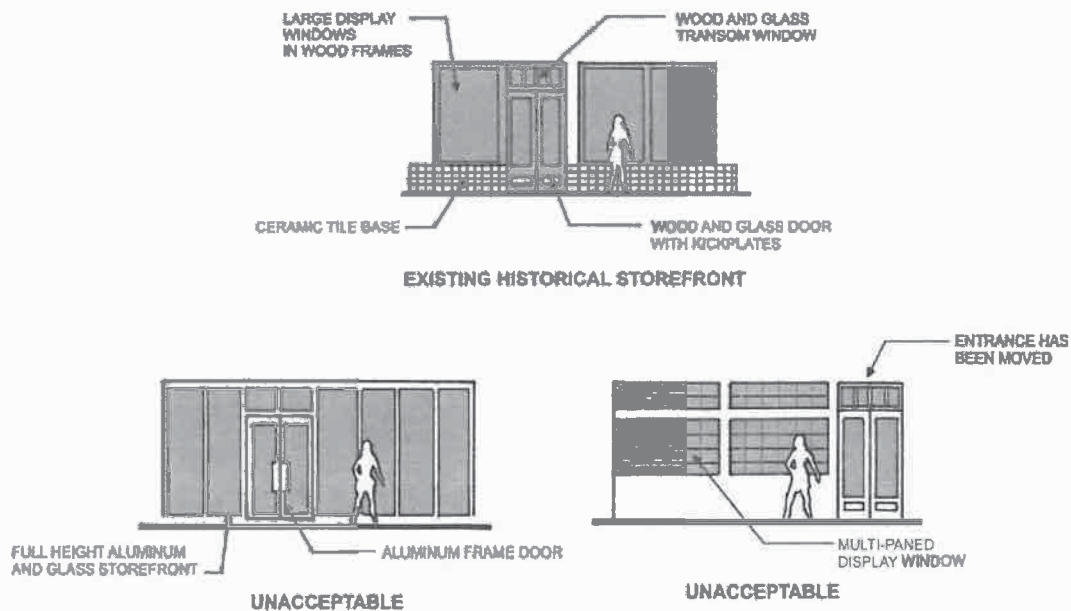
Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

- i. The proportion, size, and location of existing window openings should be respected and maintained. The rhythm of solid-to-void of the existing historic building should be retained and the total percentage of facade glazing in proportion to solid-wall mass should not be significantly altered. Glazing should NOT incorporate mirror reflective glass or dark tinted glass.



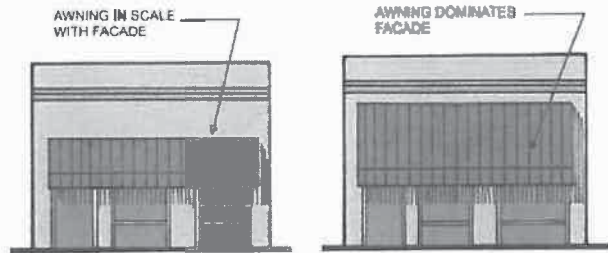
- j. Proportion, scale, and rhythm are important features of historic storefronts and should be retained. Original materials should be repaired or, when necessary, replaced with like materials. The location of the entrance to the building and recess of the entry should be maintained to keep the balance and emphasis of the overall facade.



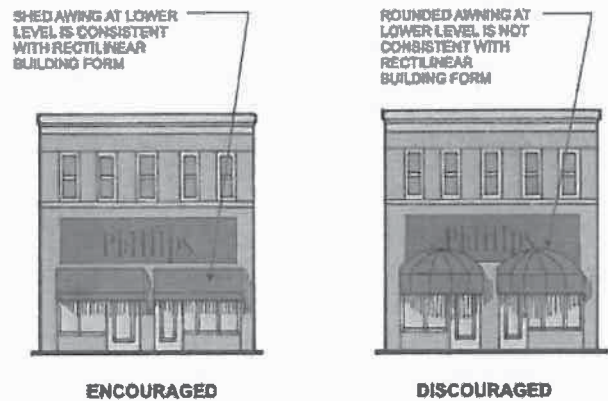
Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

- k. Awning design should be compatible with the overall facade on which it is to be placed in terms of size, scale, color, and style. The use of retractable awnings is recommended, but not mandatory. Historic buildings traditionally had sloping shed-style awnings of one or two colors which complemented the overall color scheme of the entire building.



- l. New awning materials on historic buildings should maintain the appearance of canvas or fabric. Aluminum, vinyl, or back-lit awnings are not suitable for historic buildings.



- m. Historic buildings should be painted in colors appropriate to the architectural style of the building and complementary to the colors used on any building within the immediate area.

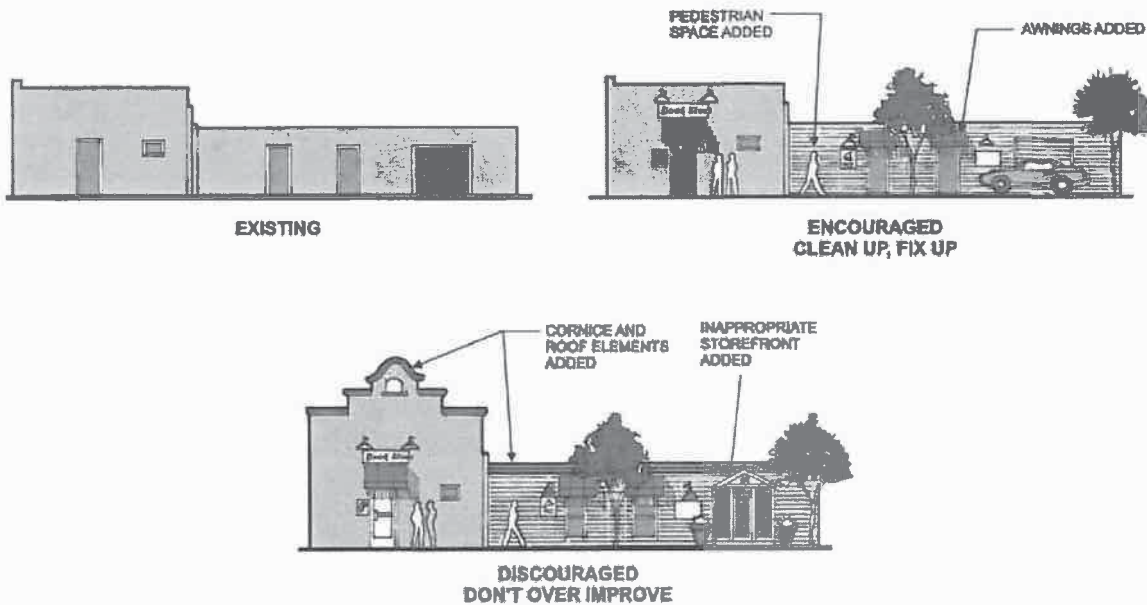
2. REAR FACADES

- a. The design of rear facades should be consistent with the building's architectural style and design of the primary facade, but should not be over-improved.
- b. Abandoned pipes, conduits, wires, and signs should be removed and exterior anchors patched to match adjacent surfaces.
- c. Brick masonry should be cleaned or repainted by non-corrosive techniques.
- d. The use of awnings is encouraged to identify entrances and to add visual interest at windows above the first level.
- e. The use of existing window openings as display windows is encouraged. Additional openings created for displays may be permitted where they are suited to the rhythm and scale of the building.

Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

- f. Any seismic structural upgrading should be conducted within the interior of the building unless the structural elements blend into the architecture of the exposed rear facade.
- g. Direct entrances to shops through the rear facade should be provided to encourage pedestrian activity and to separate walkway areas from vehicular traffic.
- h. Use appropriately scaled identifying signs at rear entrances and/or rear facades to encourage the use of rear entrances.



- i. Landscape design should include special planting treatments at rear facades and along pedestrian pass-throughs.
- j. Outdoor lighting should be added to rear facades and pedestrian pass-through areas to create a pleasant and safe nighttime environment. Outdoor lighting shall comply with the City's Outdoor Lighting Ordinance, Article 35 of the Escondido Zoning Code.

Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

B. PARTY-WALL CONSTRUCTION



The majority of historic commercial buildings in the Downtown Specific Plan Area are party-wall construction, which means that these buildings share common side walls with their neighbors. Many of these buildings also are commercial vernacular in style and have fairly simple stylistic elements.

The most important principle in dealing with these modest buildings is, as noted before, to respect the original design. Misguided efforts to "restore" these simple structures by adding quasi-historical elements that were not present in the original design can negate their simple charm. Compatibility in design is particularly important since these small structures are physically close to their neighbors. These buildings can often be effectively integrated into a unified design by the use of similar awnings and signs.

C. ADAPTIVE RE-USE / RESIDENTIAL CONVERSIONS

There are several residential structures that remain in the Specific Plan area, although many of these have been converted to non-residential uses. Conversion of these buildings to office or retail uses (termed adaptive re-use) presents a number of challenges because the needs of the new use (such as increased parking, air conditioning, increased number of exits, improved handicapped access, added floor area, etc.) are often substantially different from the old use and yet must be accommodated within the same building.

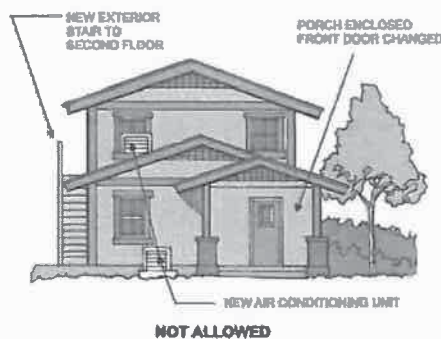
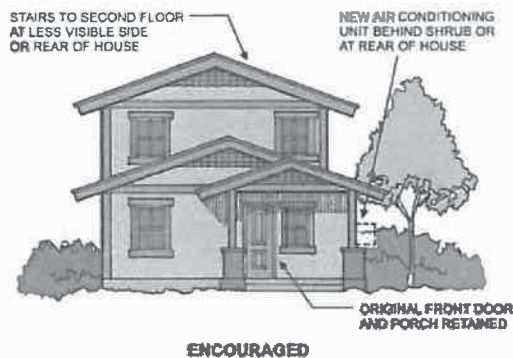


As with rehabilitation, or renovation, of historic commercial buildings, the overriding principle of design for adaptive re-use is to be consistent with the significant historical design of the building whenever that design can be determined. Where historic records are not available, the building design should follow the design and architectural style typical of that era; particularly any buildings in the immediate area that were built in the same era and style. The following guidelines also apply to all adaptive re-use of historical buildings within the Downtown Area.

Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

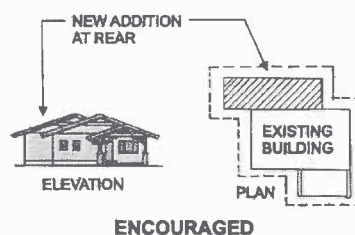
- a. The primary facade or facades (those sides of the building facing or clearly visible to a public street) should not be modified unless no other design solution is possible.



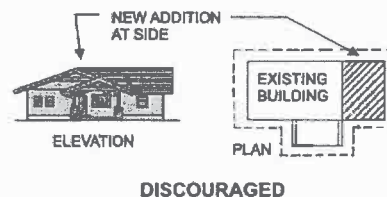
- b. Preserve the significant historic features of the building by designing changes which can be reversed if the building were restored in the future.
- c. Any new additions or changes to the original structure should preserve the historic character of the original by retaining the overall shape, materials, colors, setting, craftsmanship, and window arrangement.



- d. While new additions or alterations should be compatible in design, they should not replicate the historic design in order to give the impression the historic property is a distinct unit.



- e. Consider incentive programs offered by the City or use of the Historic Building Code to provide rehab options to make a difficult project feasible.



- f. Landscape design in residential areas should include landscape improvements and street furniture conducive in scale to the residential architecture.

Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

D. HISTORIC BUILDINGS LOCATED IN A CONTEMPORARY AREA

Where significant historic buildings are located in an area of contemporary design, special care should be taken to retain the original design of the historic building. Significant historic buildings are those which are considered eligible for local listing on the Register of Historic Places or Landmarks List. Other buildings also might be significant, particularly where additional research reveals a connection to the City's history or where the original historic facade can be uncovered and restored.

By virtue of being surrounded by contemporary buildings, historic buildings have already lost their original historic context. Consequently, it is extremely important that such buildings retain the integrity of their original design. Further information on appropriate guidelines for these buildings is contained within the Standards for Preservation published by the Secretary of the Interior, Washington, D.C. This document identifies the standards to be followed for restoration and rehabilitation of National Register properties seeking to utilize Federal Tax Credits.

Downtown Specific Plan

LAND USE DISTRICTS

V. LAND-USE DISTRICTS

A. PURPOSE STATEMENT

This section establishes area-specific and unique land-use standards, development regulations, and design guidelines for the seven individual land-use districts within the Specific Plan Area. Information detailed for each district should be considered in concert with Design Principles, Guidelines and Standards outlined in Chapter III, Historic Preservation Standards and Guidelines in Chapter IV as well as sign criteria and requirements depicted in Chapter VI.

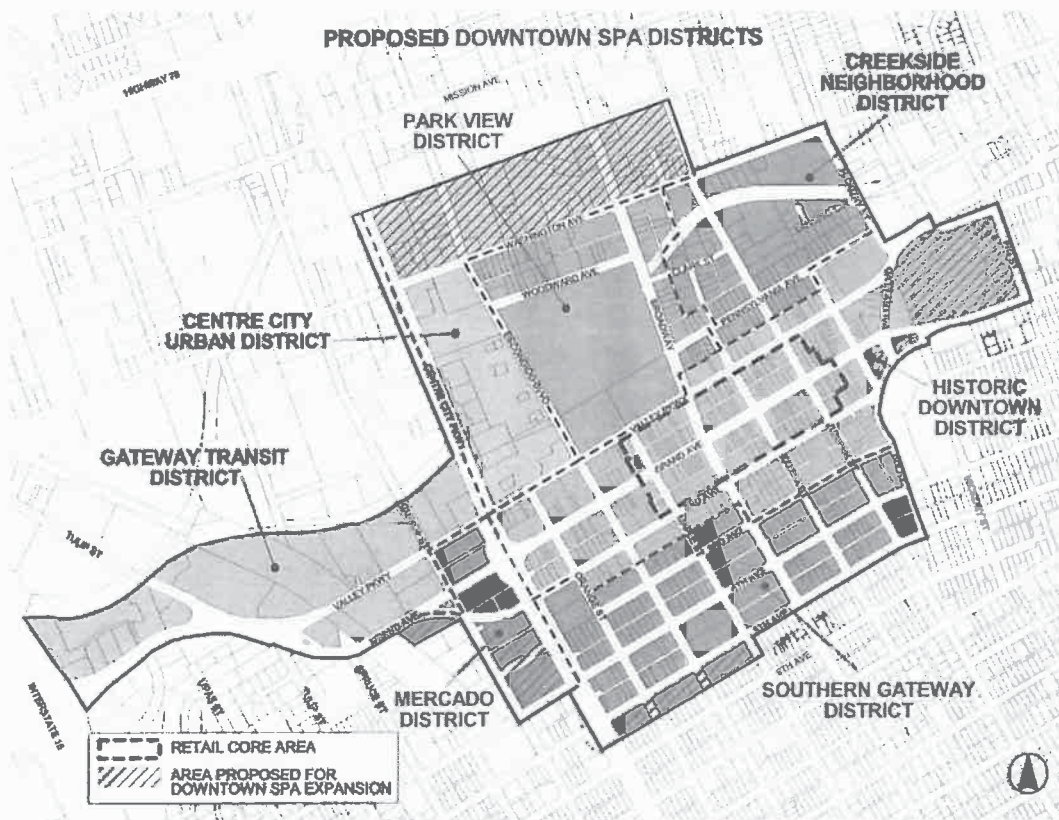


FIGURE V-1

The development regulations provided within this Plan constitute the primary zoning provisions for the Escondido Downtown Specific Plan Area. These regulations are in addition to the applicable Zoning Code. The regulations herein shall prevail where there is a conflict. The Zoning Code of the City of Escondido shall prevail where direction is not provided in this Specific Plan. Unless otherwise specifically approved in this Specific Plan, all off-site improvements are subject to the City of Escondido policies and standards in effect at the time of submittal of improvement plans. The property development standards contained in Section II of this Specific Plan also shall apply.

Downtown Specific Plan

LAND USE DISTRICTS

The regulations of this Plan implement and make legally binding the City of Escondido General Plan, Downtown Specific Plan, and the Downtown Specific Plan Design Guidelines. The overall intent is to ensure that all future development within Downtown contributes to meeting the goals and objectives of this Specific Plan. More specifically, the regulations are intended to:

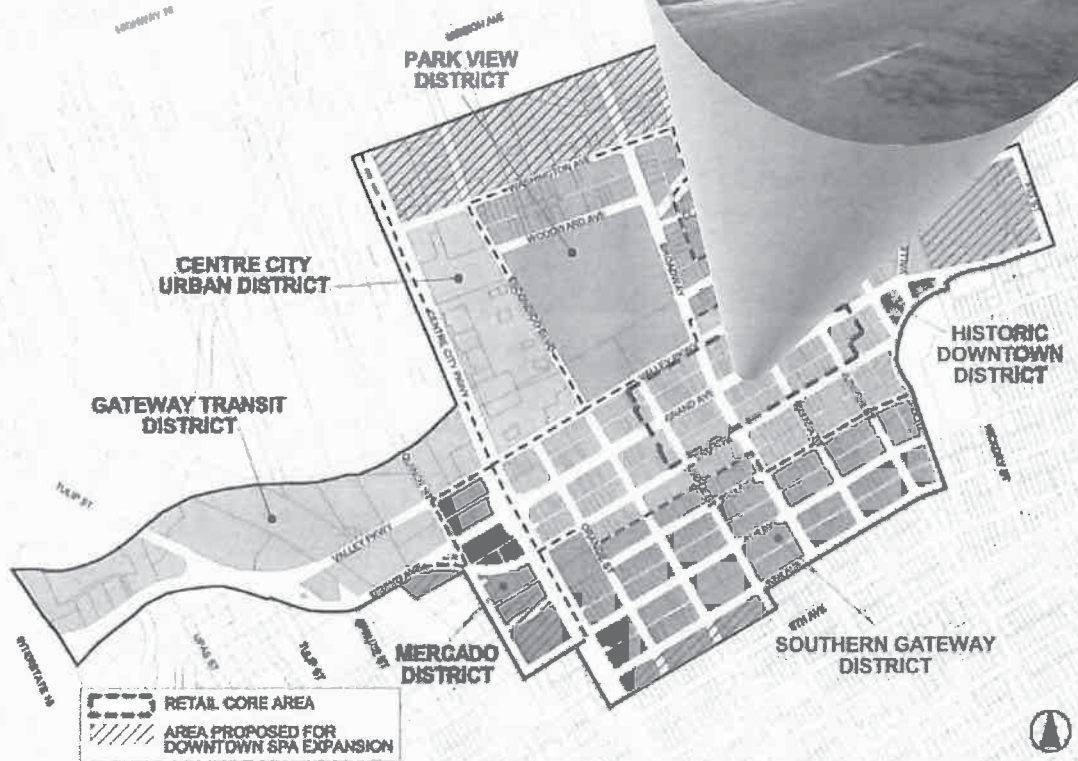
- Establish uses that promote an economically sound land-use pattern, contribute to the desired image of the area, and provide opportunities for economically productive business enterprises.
- Provide site development standards that establish minimum regulations for all development and contribute to high-quality development within the Specific Plan Area.
- Establish an identity, as well as continuity and consistency of development standards, within the Specific Plan Area.
- Achieve gradual improvement of older commercial and office buildings through use changes, landscaping, design improvements, or any combination of these devices.
- Contribute to the improvement of both visual and functional attributes of Downtown to help stimulate business activity and to provide a quality environment for community residents.
- Facilitate efficient and safe movement of people and vehicles within the Downtown Area.



Downtown Specific Plan

LAND USE DISTRICTS

B. HISTORIC DOWNTOWN DISTRICT



1. VISION

The Historic Downtown District is envisioned as a successful specialty retail shopping and office employment area that is comfortable, attractive, and safe for pedestrians and employees. The Historic District, Civic Center, and Grape Day Park are the focus and heart of Downtown. New development, higher densities, residential opportunities and pedestrian places and courtyards are encouraged to provide optimal setting for retail and professional offices.

The Grand Avenue Retail Core is enhanced as Escondido's historic and cultural center within the historic Downtown District, distinguished from the surrounding city fabric by pedestrian-scaled street spaces, historic character, specialty retail, restaurants, sidewalk cafes, antique shops, art galleries/studios, and professional uses that mirror Escondido's past and provide for its growing future.

Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The Historic Downtown District encompasses approximately 170 acres generally located between Second and Third Avenues on the south, Valley Parkway on the north, Centre City Parkway on the west and Palomar Hospital on the east. The District includes over six blocks on both sides of Grand Avenue, which has been historically classified as Escondido's "Downtown Retail Core." Valley Parkway and Second Avenue provide convenient vehicular access to the Downtown Retail Core and to off-street parking lots, while Grand Avenue brings users to the center of activity and offers convenient on-street parking. A pedestrian trail connects the District to the Escondido Transit Center and citywide trail system, while pedestrian walkways, Maple Street Plaza and arcade pass-throughs and "paseos" provide convenient pedestrian connections within Downtown.



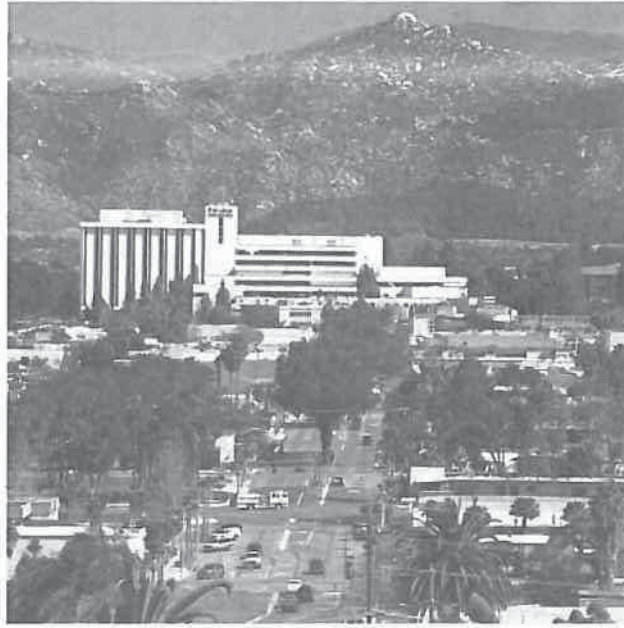
FIGURE V-2

Areas east and west of the Downtown Retail Core provide for expansion and development of offices and services. Businesses in these areas include a full range of professional and medical office uses, but might involve retail establishments based on market demand. Non-residential ground-floor uses are required throughout the Historic Downtown District. Mixed-use developments, with residential uses on upper floors, are encouraged for areas east of Maple Street. A larger concentration of financial and office development is located generally west of Maple Street. This area is intended for more intense non-residential commercial and office development to support a larger downtown workforce.

Downtown Specific Plan

LAND USE DISTRICTS

Palomar Hospital is located in the eastern area of the district and comprises a multi-story medical structure, parking garage, and emergency helicopter pad. A Memorandum of Understanding between the City and the Palomar Medical District outlines major renovations for the downtown hospital involving the construction of support medical, office, intern housing, and related uses. Future efforts will involve construction of a new medical center outside the Downtown Specific Plan Area to be financed by a 2004 voter-approved bond measure.



3. LAND USES

a. Inside the Downtown Retail Core:

Pedestrian-oriented “active-retail” uses are highly encouraged. “Active-retail” uses involve the sale of a physical product to a consumer on the premises. Office and residential uses are encouraged on upper floors in order to maximize the usability



of existing buildings and expand the customer base within the downtown area. Certain ground-floor offices that do not front directly on Grand Avenue are allowed provided attention is given to pedestrian design features and that a retail component meets criteria consistent with Figure V-2a.

Downtown Specific Plan

LAND USE DISTRICTS

- Ground-floor properties oriented toward Grand Avenue shall devote the entire Grand Avenue frontage, as well as a minimum of one-fourth of the building depth or 25 feet of the front portion ground-level area (whichever is greater), for pedestrian-oriented active retail/restaurant uses.
- In cases where the pedestrian-oriented active retail/restaurant uses only occupy the front portion of the building as noted above, a fixed, solid wall with a minimum height of eight feet shall be installed to define the retail/restaurant environment and provide separation from the permitted activities occurring in the back of the building. The wall shall span the entire width of the building and may include doors or openings to meet fire and building code requirements.
- Storage / office areas associated with retail establishments are not included in pedestrian-oriented active retail/restaurant use floor-area calculations.

Permitted ground-floor uses that do not front on Grand Avenue shall achieve pedestrian access from the rear or side of the building via an alley or side street and shall not have primary access or signage oriented toward Grand Avenue. Drive-through businesses and convenience stores are not allowed, with the exception of financial institutions. For a detailed list of permitted and conditionally permitted uses refer to Land-Use Matrix (Figure II-2).

Mixed-use projects are permitted and encouraged. Such mixed uses include: retail and service commercial uses, theaters and cultural arts centers, administrative and professional office uses (excluding medical or dental), combined with residential uses on upper floors which include opportunities for higher densities.

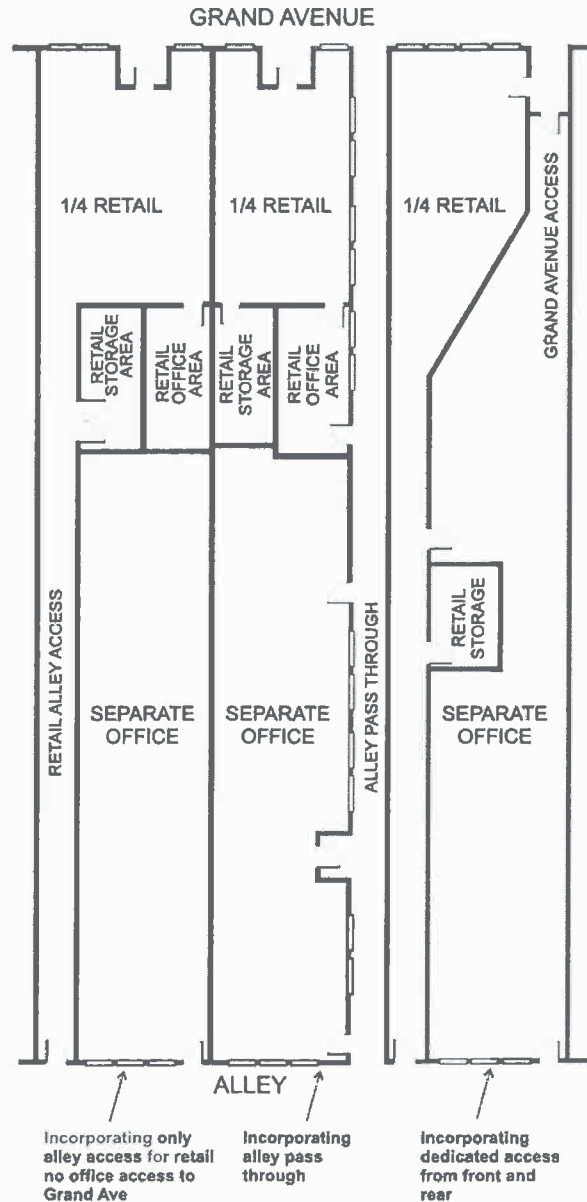


FIGURE V-2a
Revised 07/13/11

Downtown Specific Plan

LAND USE DISTRICTS

b. Outside the Retail Core:

Mixed-use projects are permitted and encouraged for areas east of Ivy Street. Such mixed-uses include: retail and service commercial uses, restaurants, medical, administrative and professional office uses combined with residential uses on upper floors that include opportunities for higher densities.

Residential uses are not permitted for areas generally west of Maple Street in order to allow for more intense professional office development and a higher employee density. Business services, and retail activities are the primary uses in this area, and a strong foundation for financial activities already exists. Retail and service uses that support an allowed office use are permitted on the ground floor.

4. HISTORIC DOWNTOWN DISTRICT DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

There is no minimum street frontage requirement.

c. Setbacks

Front: No front-yard setback is required within the District. Buildings are strongly encouraged to be constructed within 10 feet of the front property line in a manner consistent with the Downtown Design Principles.

No parking or vehicular circulation elements may encroach into the front setback. All areas included in a front setback shall provide a hardscape plaza area. Extensive landscaping that separates the building from the public sidewalk is not allowed.

Side: No side-yard setback is required within the District. When adjacent to a public street buildings may be set back a maximum of ten (10) feet if the area is improved with a decorative hardscape material. This side-yard requirement shall not apply where pedestrian arcades or "paseo" pass-throughs are provided from rear parking lots.

Rear: No rear-yard setback is required.



Downtown Specific Plan

LAND USE DISTRICTS

d. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code or as determined appropriate through the Planned Development process.

e. Dwelling-Unit Density: Mixed-Use Projects

Maximum dwelling unit density for a mixed use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

f. Open Space: Mixed-Use Projects

Unless separately established through the Planned Development application process, the minimum usable open space for the residential portion of a mixed-use project shall be 300 square feet per unit. Refer to Chapter III to determine what area(s) may qualify for calculating open space.

g. Parking

Between Maple Street, Juniper Street, Second Avenue and Valley Parkway, the provisions of the Retail Core Parking District apply as described in Chapter III. Within the remaining portion of the Downtown Retail Core, parking shall be provided according to standards set for Vehicle Parking District No.1.

Outside Vehicle Parking Districts Nos. 1 and 2, parking shall be required for outside or rooftop seating areas that exceed 50% of the inside seating area or 50% of the rooftop area, whichever is less.



Parking for residential use in a mixed-use project shall be provided as follows:

Studio:	1.0
1 Bdrm:	1.5
2 Bdrms:	1.75
2+ Bdrms:	2.0

There also shall be provided one (1) guest parking space for each four (4) units, or fraction thereof. On-street guest parking spaces may be approved by the City on a case-by-case basis.

Downtown Specific Plan

LAND USE DISTRICTS

h. Signs

Signs in the Historic Downtown District shall be permitted by the provisions of this Specific Plan document. The intent of signs within the District is to identify a building and to attract attention of pedestrians and traffic. Signs oriented toward pedestrians are encouraged. Signs in the District shall be permitted in accordance with Chapter VI of this document, the attached Sign Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.



i. Rear-Facade Improvement

New Construction

All new construction shall incorporate pedestrian amenities in the design of rear facades such as customer entrances, landscaping, lighting, overhead shelter (canopies and trellises), enhanced paving, and display windows when these amenities are located adjacent to parking areas on the same site or where a public parking lot is provided across an alley and more than 40% of the building would abut such parking.

Existing Structures

Whenever an existing structure is enlarged in any way, rear-facade improvements shall be provided to include, but not be limited to, landscaping (planter boxes and pots are allowed), lighting, signs, canopies, removal or relocation of unsightly utility lines and fixtures, and screening of outdoor refuse and storage areas.

j. Requirements for Special Use

Special requirements for sidewalk cafes, sidewalk vendors, and newspaper vending boxes are provided in Chapter VII of this document.

Downtown Specific Plan

LAND USE DISTRICTS

5. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Criteria and Guidelines* :

Freestanding Signs

Monument Sign
(not permitted along Grand Avenue)

Building Signs

Wall Sign
Window Signs (not permitted for Residential Uses)
Projecting Signs (not permitted for Residential Uses)
Awning Signs

Maximum Number of Signs: The following identifies the maximum number of signs by sign type:

Monument Sign:

Commercial/Retail/Professional	One per premise
Residential (20+ units)	One per major street entrance

NOTE: Monument signs are not permitted within Grand Avenue "historic retail core area"

Wall Sign:

Commercial/Retail/Professional/ Residential	One per wall on a building
--	----------------------------

Window Sign:

Commercial/Retail/Professional	One per window facing a street, alley, or parking lot
--------------------------------	---

Projecting Sign:

Commercial/Retail/Professional	One per business
--------------------------------	------------------

Awning Sign:

Commercial/Retail/Professional	One per each entrance on a street or alley
Residential (all)	One per each entrance on a street or alley

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area in some areas of the District. The following lists the maximum permitted sign area per building based on use:



Downtown Specific Plan

LAND USE DISTRICTS

Building Signs:

Commercial/Retail/Professional

1SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area

Projecting Sign: 4.5 SF per face; max width 3 feet

Awning Sign: Letter height limited to 6 inches

Residential

2 SF per unit, Maximum 60 SF per project,

Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

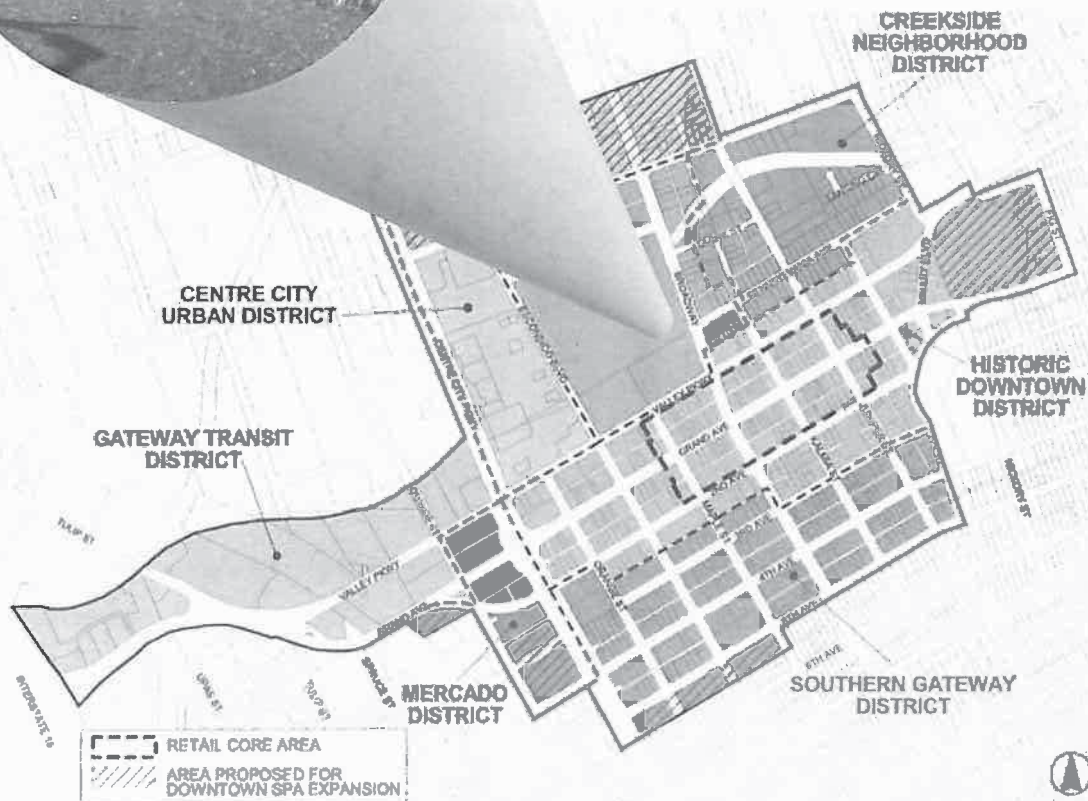
Downtown Specific Plan

LAND USE DISTRICTS

C. PARKVIEW DISTRICT

1. VISION

The Park View District provides opportunities for a creative, high-quality mix of office, general retail, and upscale residential uses that complement and link with other downtown districts as well as the Civic Center complex. The Park View District is intended to provide visual and physical linkage to Grape Day Park as well as the facilities and features adjacent to the City Hall complex and the California Center for the Arts, Escondido. Opportunities for residential development that orients toward the park are included to bolster pedestrian activity and increase Downtown's daytime population. Redevelopment of existing commercial properties, including the addition of mixed-use multi-family housing, is encouraged to bring more people to the area, add architectural interest, promote pedestrian orientation, and provide a stronger tie to the balance of the Downtown.



Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The Parkview District area is approximately 58 acres encompassing Grape Day Park, the Civic Center, California Center for the Arts, Escondido, and adjacent areas north of Woodward Avenue and east of Broadway. The major arterials include Washington Avenue, Broadway, Escondido Boulevard, and Valley Parkway.



FIGURE V-3

3. LAND USES

Residential uses, where they are allowed, shall be permitted only on upper floors. Office and retail uses on lower floors shall incorporate vibrant storefronts that orient toward Grape Day Park with on-site parking located above, below or behind the development. Up to 50% reduction in a downtown project's residential private open space may be approved on a case-by-case basis in exchange for paying an in-lieu fee on a per-square foot basis that reflects the cost of expanding and improving Grape Day Park. Expanding civic and cultural uses within and adjacent to Grape Day Park are intended to centralize community services. For a detailed list of permitted and conditionally permitted uses refer to Permitted Use Matrix, Figure II-2.

Downtown Specific Plan

LAND USE DISTRICTS

4. PARKVIEW DISTRICT DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). Projects that propose building heights that exceed the adopted Development Standards are subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

The minimum street frontage for any commercial development site in the Park View District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section. The requirement for public-street frontage may be waived through the Planned Development process if alternative access measures are incorporated in the plan.



c. Setbacks

Front: No front-yard setback is required within the District. Buildings are strongly encouraged to be constructed within 10 feet of the front property line in a manner consistent with the Downtown Design Principles. Main entrances may incorporate building recesses beyond the setback to enhance the street appearance and allow additional opportunities for landscaping, pedestrian plazas, arcades, art work, water features, and to create linkages with adjoining Downtown districts. Monument signs may encroach to within five (5) feet of the front property line. All setbacks shall be landscaped; however, on a case-by-case basis, exceptions may be considered for attractive pedestrian-oriented uses, such as outdoor dining, pedestrian plazas, and features that enhance the linkage to adjacent Downtown districts.

Side: No side-yard setback is required within the District. When adjacent to a public street buildings may be set back a maximum of ten (10) feet if the area is improved with a decorative hardscape material. This side-yard requirement shall not apply where pedestrian arcades or "paseo" pass-throughs are provided from rear parking lots.

Rear: No rear-yard setback is required, except where the rear yard is adjacent to a public street; then, the setback shall be ten (10) feet. Parking and monument signs may encroach five (5) feet into the setback adjacent to the public street.

Reduced setbacks for mixed-use development may be authorized through the Planned Development application process. Departures shall be justified in terms of the project design, shall not result in health or safety issues, or create visual impacts.

Downtown Specific Plan

LAND USE DISTRICTS

d. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code or as determined appropriate through the Planned Development process.

e. Dwelling-Unit Density: Mixed-Use Projects

Maximum dwelling unit density for a mixed use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

f. Open Space: Mixed-Use Projects

Unless separately established through the Planned Development Application process, the minimum usable open space for the residential portion of a mixed-use project shall be 300 square feet per unit. Refer to Chapter III to determine what area(s) may qualify for calculating open space.

g. Parking

Parking for all commercial and multi-family residential uses shall be provided in accordance with Article 39 of the Escondido Zoning Code, excepting that portion of the district located within Vehicle Parking District No. 1, which shall provide parking according to Section III.B.3. Reductions for mixed-use projects may be considered on a case-by-case basis if it can be determined that adequate parking would be provided for the project.

No parking shall be required for the outside or rooftop seating area that does not exceed 50% of the inside seating area or 50% of the rooftop seating area, whichever is less.

Parking for residential use in a mixed-use project shall be provided as follows:

Studio:	1.0
1 Bdrm:	1.5
2 Bdrms:	1.75
2+ Bdrms:	2.0



There also shall be provided one (1) guest parking space for each four (4) units or fraction thereof. On-street guest parking spaces may be approved by the City on a case-by-case basis.

Downtown Specific Plan

LAND USE DISTRICTS

h. Signs

The intent of signs within the Park View District is to identify a building and to attract potential customer attention. Signs oriented toward vehicular traffic are encouraged. Signs in the District shall be permitted in accordance with the provisions of Section VI of this document and the attached Sign Regulation Summary for the Parkview District.

5. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Criteria and Guidelines*:

Freestanding Signs

Monument Sign

Building Signs

Wall Sign

Window Signs (not permitted for Residential Uses)

Projecting Signs (not permitted for Residential Uses)

Awning Signs

Maximum Number of Signs: The following identifies the maximum number of signs by sign type:

Monument Sign:

Commercial/Retail/Professional
Residential (20+ units)

One per premise
One per major street entrance

Wall Sign:

Commercial/Retail/Professional/
Residential

One per wall on a building

Window Sign:

Commercial/Retail/Professional

One per window facing a street, alley, or parking lot

Projecting Sign:

Commercial/Retail/Professional

One per business

Awning Sign:

Commercial/Retail/Professional
Residential (all)

One per each entrance on a street or alley
One per each entrance on a street or alley

Downtown Specific Plan

LAND USE DISTRICTS

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following lists the maximum permitted sign area per building based on use:

Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign.

If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches.

Residential

2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		



Downtown Specific Plan

LAND USE DISTRICTS

D. CENTRE CITY URBAN DISTRICT



1. VISION

The Centre City Urban District provides opportunities for a creative, high-quality mix of entertainment, retail, restaurant, and upscale residential uses that complement and link to other downtown districts and the Civic Center complex. Pedestrian activity generated by uses in the CCU District serves as a catalyst for developing visual and physical linkages to the California Center for the Arts, Escondido and Grape Day Park. A residential overlay area on 9.31 acres south of Washington Avenue, between Centre City Parkway and Escondido Boulevard, provides urban mixed-use and multifamily residential opportunities with a maximum limit of 475 total units within walking distance of the retail core.

Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The area encompasses approximately 63 acres located in proximity to the Civic Center, close to the entrance to Downtown, and accessed by Valley Parkway, Centre City Parkway, Washington Avenue, and Escondido Boulevard.

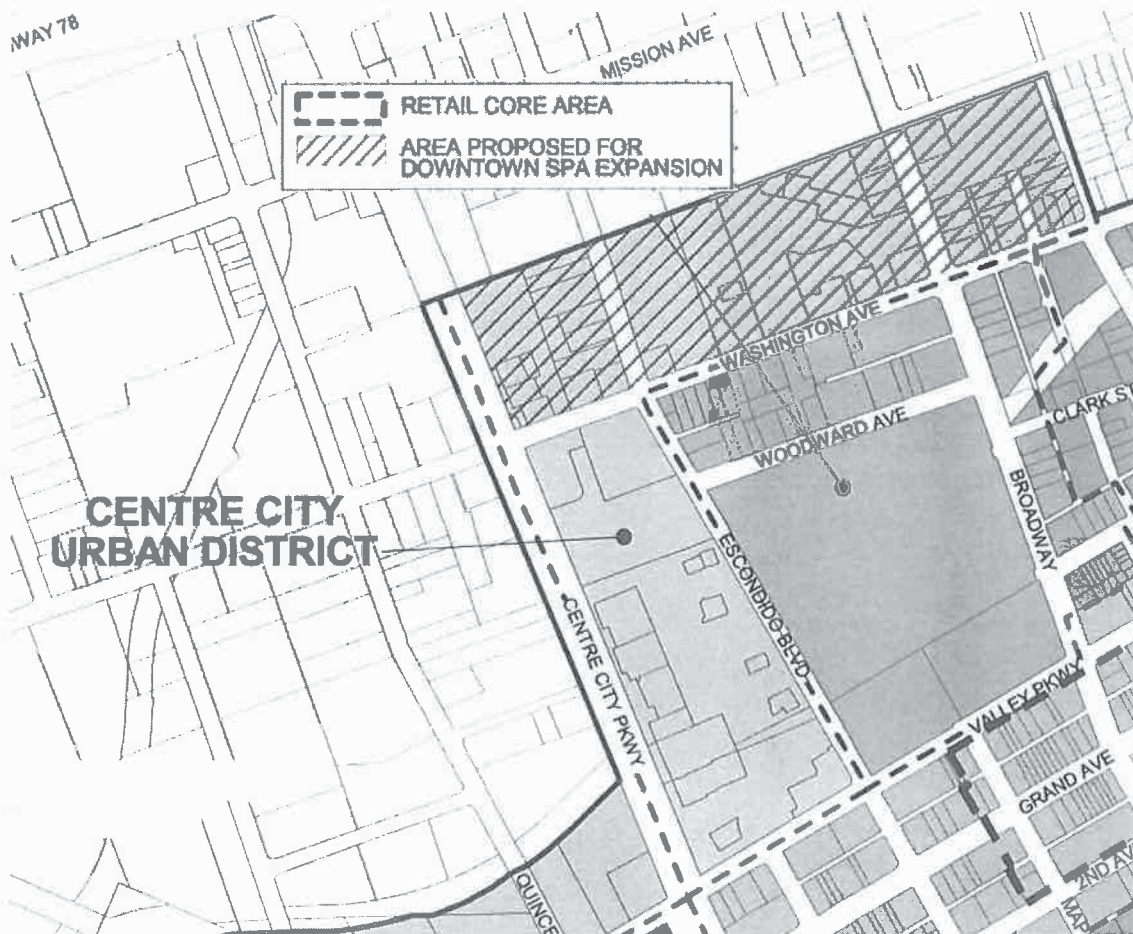


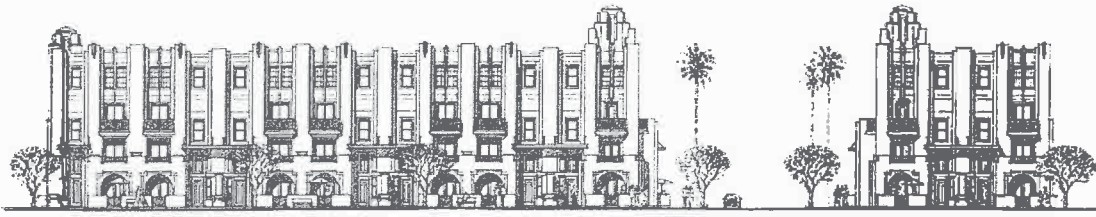
FIGURE V-4

Downtown Specific Plan

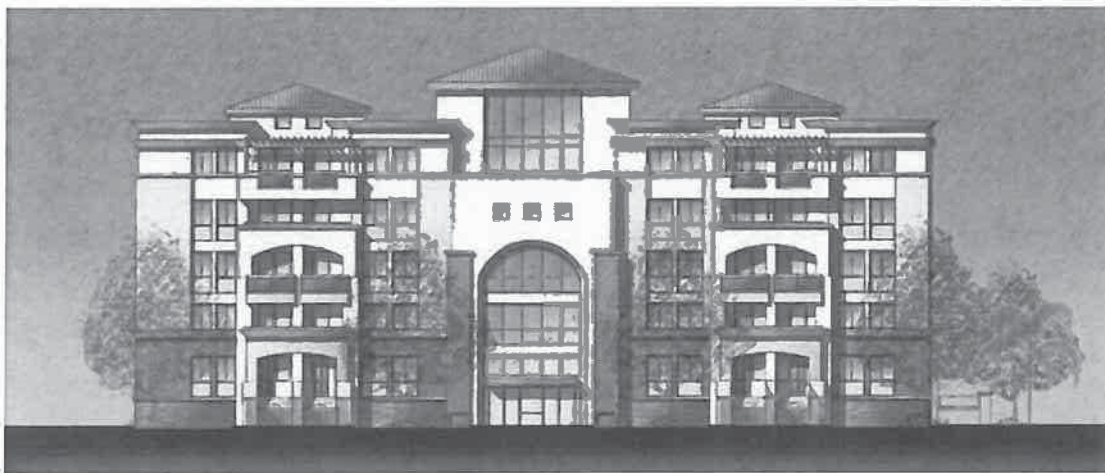
LAND USE DISTRICTS

3. LAND USE

Redevelopment of existing commercial properties along the northern side of Washington Avenue, including the addition of mixed-use and multi-family housing, is encouraged to bring more people into the area, add architectural interest, promote pedestrian orientation, and provide a stronger tie to the balance of Downtown. Retail uses, with vibrant storefronts, shall be located adjacent to streets within the District. Well-designed retail and office space, restaurants, and high-quality mixed-use and multi-family housing are encouraged with substantial landscaping. On-site parking shall be above, below, or behind the development. For a detailed list of permitted and conditionally permitted uses refer to Permitted Use Matrix, Figure II-2.



Certain areas of the Centre City Urban District Residential Overlay Area may also accommodate multi-family residential or mixed-use projects that include a residential component (see Figure V-4). Residential or mixed-use projects shall require a Planned Development application submittal pursuant to Article 19 of the Escondido Zoning Code. The application shall address design considerations and establish development standards for density, building height, lot area, lot width, lot coverage, floor area, open space, and landscaping.



Downtown Specific Plan

LAND USE DISTRICTS

4. CENTRE CITY URBAN DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

The minimum street frontage for any commercial development site in the Centre City Urban District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section. The requirement for public-street frontage may be waived through the Planned Development process for multi-family residential or mixed-use developments, provided alternative access measures are incorporated in the plan.

c. Setbacks

Front: No front-yard setback is required within the District. Buildings are strongly encouraged to be constructed within 10 feet of the front property line in a manner consistent with the Downtown Design Principles. Main entrances shall face Escondido Boulevard, Valley Parkway, Broadway and/or, Washington Avenue, and may incorporate building recesses beyond the setback to enhance street appearance and allow additional opportunities for landscaping, pedestrian plazas, arcades, art work, water features, as well as to create linkages with adjoining Downtown districts. Monument signs may encroach to within five (5) feet of the front property line. All setbacks shall be landscaped. However, on a case- by-case basis, exceptions may be considered for attractive pedestrian-oriented uses, such as outdoor dining, pedestrian plazas, and features that enhance the linkage to adjacent downtown districts.



Side: No side-yard setback is required, except where the side yard is adjacent to a public street. Then, the building setbacks and design considerations described above shall apply. Monument signs may encroach five (5) feet into the setback adjacent to the public street. All setbacks shall be landscaped.

Rear: The rear-yard setback shall be five (5) feet for buildings and parking, except where the rear yard is adjacent to a public street. Then, the setback shall be ten (10) feet. Parking and monument signs may encroach five (5) feet into the setback adjacent to the public street. All setbacks shall be landscaped.

Downtown Specific Plan

LAND USE DISTRICTS

Reduced setbacks for multi-family residential or mixed-use development in the Residential Overlay Area may be authorized through the Planned Development application process. Departures shall be justified in terms of the project design and shall not result in health or safety issues, nor create visual impacts.

d. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code or as determined appropriate through the Project Plan process for multi-family residential and mixed-use development.

e. Parking

Parking for all commercial and multi-family residential uses shall be provided in accordance with Article 39 of the Escondido Zoning Code. Reductions for multi-family or mixed-use projects may be considered on a case-by-case basis if it can be determined that adequate parking would be provided for the project.



f. Signs

The intent of signs within the District is to identify a building and to attract potential customer attention. Signs oriented toward vehicular traffic are encouraged. Signs in the District shall be permitted in accordance with Chapter VI

of this document, the attached Sign-Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.

Downtown Specific Plan

LAND USE DISTRICTS

5. AREA SPECIFIC DESIGN GUIDELINES

The Centre City Urban District is mostly built out with strip-commercial development. New construction should:

- Respect the adjacent Civic Center;
- Provide continuity with other areas of the Downtown through architectural design elements and incorporation of pedestrian orientation;
- Ensure consistent architectural design among the various property ownerships; and,
- Maintain high-quality design and landscaping standards.

a. Special Conditions

The architectural theme of any development in the District should be compatible in design with the California Center for the Arts, Escondido.

b. Landscape/Hardscape

Any landscaping within the District should contribute to the purpose of the area in the following ways:

- 1) Provide a street-tree program which establishes continuity with the rest of Downtown.
- 2) Recognize the Civic Center's architectural influence while promoting a progressive image.
- 3) Provide for the safety and comfort of pedestrians with the use of appropriate parking shade trees, landscape, paving details, and lighting.



Downtown Specific Plan

LAND USE DISTRICTS

6. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Criteria and Guidelines*:

Freestanding Signs

Monument Sign
Pole Sign (Commercial/Retail/
Professional)

Building Signs

Wall Sign
Window Signs (not permitted for Residential
Uses)
Projecting Signs (not permitted for Residential
Uses)
Awning Signs

Maximum Number of Signs: The following identifies the maximum number of signs by sign type.

Monument Sign:

Commercial/Retail/Professional
Residential (20+ units)

One per premise
One per major street entrance

Pole Sign:

Commercial/Retail/Professional
(- 3 acres)
Commercial/Retail/Professional
(+3 acres)

One per premise

One per street frontage, 2 per frontage over
1,200 feet and an additional 1 for each
additional 600 feet of frontage.

Wall Sign:

Commercial/Retail/Professional/
Residential

One per wall on a building

Window Sign:

Commercial/Retail/Professional

One per window facing a street, alley, or
parking lot

Projecting Sign:

Commercial/Retail/Professional

One per business

Awning Sign:

Commercial/Retail/Professional
Residential

One per each entrance on a street or alley
One per each entrance on a street or alley

Downtown Specific Plan

LAND USE DISTRICTS

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following lists the maximum permitted sign area per building based on use:

Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Residential

2 SF per unit, Maximum 60 SF per project,

Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval*	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

* Maximum height for a Pole Sign is 20 feet

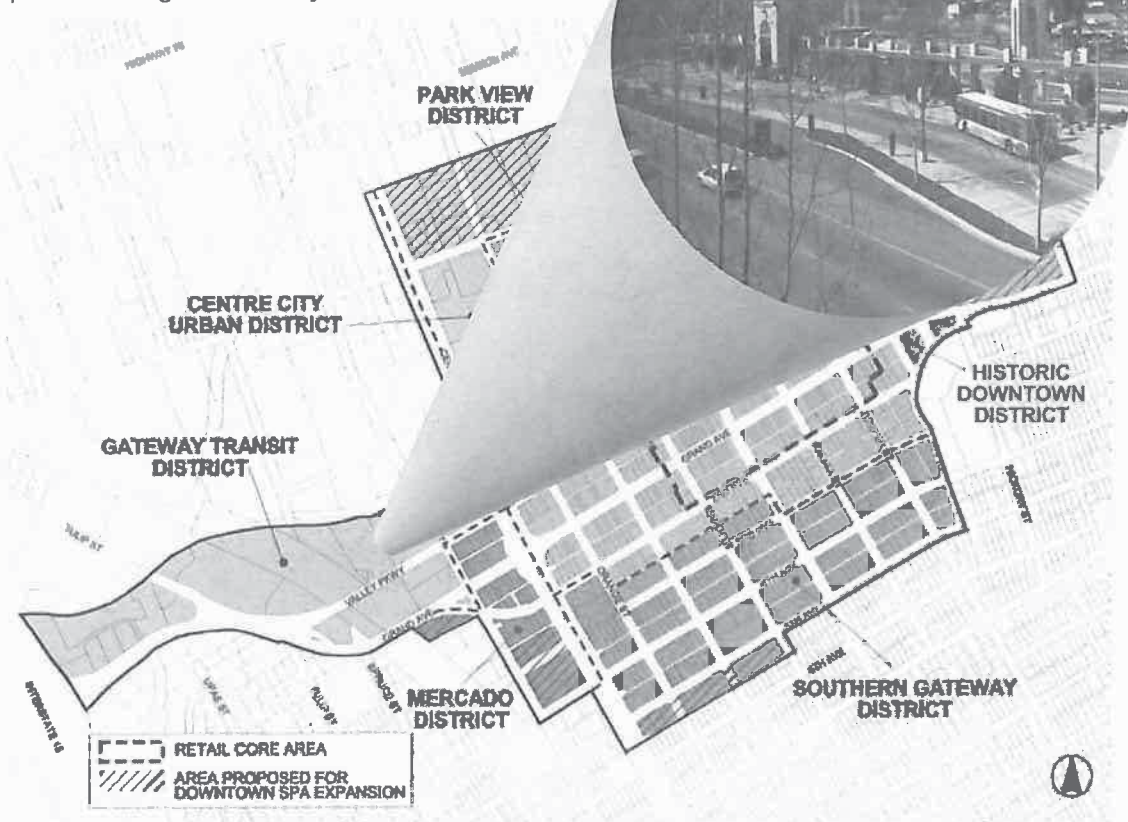
Downtown Specific Plan

LAND USE DISTRICTS

E. GATEWAY TRANSIT DISTRICT

1. VISION

The Gateway Transit District is intended to accommodate new and existing employee-intensive professional, office, and a range of select commercial & professional services as well as high-density residential uses in targeted areas that benefit from the District's proximity to employment and major thoroughfares, the Escondido Creek Pedestrian / Bicycle Path, and the Escondido Transit Center. All development visible from the freeway, as well as development facing Valley Parkway, should consider the high visibility of the location and contribute to the positive image of the City and Downtown.



The Gateway Transit District provides opportunities for employee-intensive businesses that involve high-paying jobs as well as convenient high-density residential. New and remodeled development should incorporate high-quality construction and landscaping materials to provide an economically successful image at the City's entrance while projecting an inviting transition to other areas of Downtown.

Downtown Specific Plan

LAND USE DISTRICTS

West of the North County Transit (NCT) Rail Line are freeway-oriented retail centers. The commercial center immediately west of the rail line includes offices as well as retail uses. There are no provisions for residential development included for these areas since the focus is to bolster retail and office opportunities.

East of the NCT Rail Line opportunities exist for urban-style development. Buildings are envisioned at the street edge along Quince Street and West Valley Parkway with residential development on upper floors. Ground-floor residential opportunities may be considered for areas behind office and retail establishments that front on the street through the Planned Development application process.

2. LOCATION

The Gateway Transit District encompasses approximately 60 acres located at the entrance to Downtown, on the eastern side of the I-15/Valley Parkway interchange. The District extends along Valley Parkway to Quince Street and Centre City Parkway and is visible from the freeway.

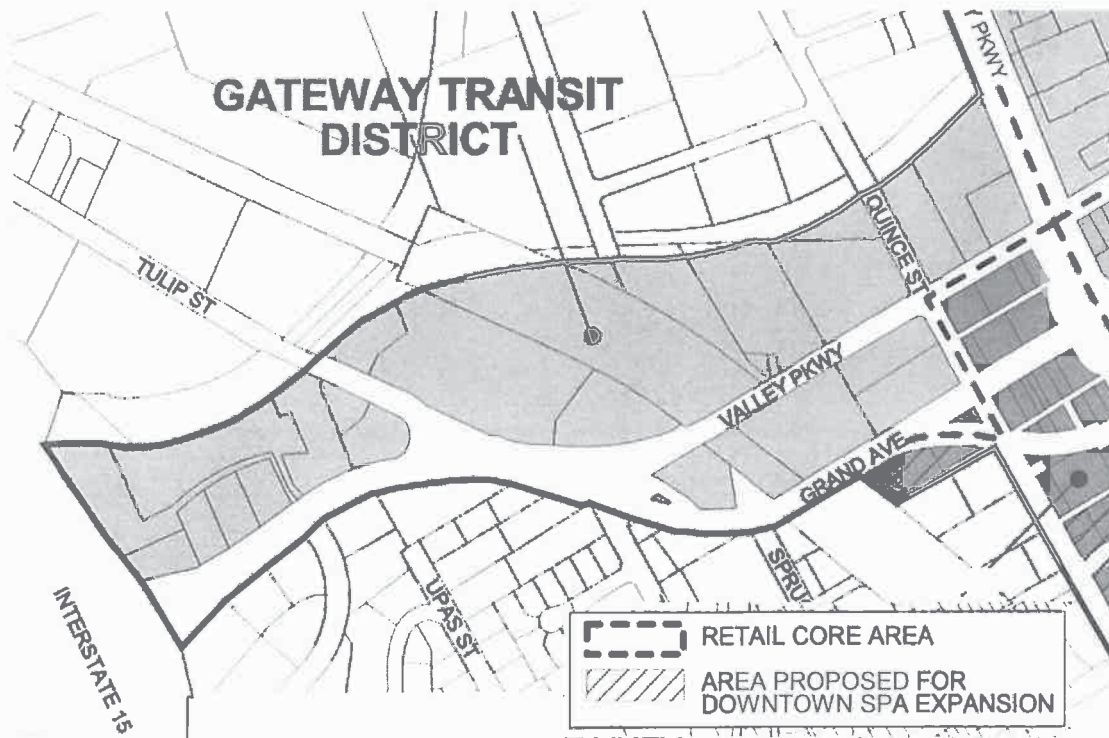


FIGURE V-5

Downtown Specific Plan

LAND USE DISTRICTS

Portions of the Gateway Transit District adjacent to the Mercado Area Plan are within a Design Overlay Area. The Design Overlay includes properties that orient toward, or are adjacent to, the Mercado District but separated from the Mercado District by Quince Street and Valley Parkway. The intent of the Design Overlay Area is to expand the Mercado design theme into a larger area to enhance the pedestrian experience. Areas within the Design Overlay Area shall coordinate architecture, landscaping, signage, colors, and materials in an "early California" theme that complements the Mercado District.

3. LAND USE

Higher density professional employment office uses (except "call center" office uses), professional services, and commercial uses that generate more than 20 employees per acre and high-density residential development are permitted and encouraged within this area. For a detailed list of permitted and conditionally permitted uses, refer to Permitted Use Matrix, Figure II-2.



4. GATEWAY TRANSIT DISTRICT DEVELOPMENT STANDARDS

Unless modified through the Planned Development application process the following setbacks shall apply:

a. Maximum Building Height

Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application. Refer to Figure III-4 (Development Standards).

b. Minimum Street Frontage

The minimum street frontage for any development site in the Gateway Transit District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section.

c. Setbacks

Front: No front-yard setback is required. Parking and monument signs shall be set back at least five (5) feet from the front property line. All setbacks shall be landscaped.

Downtown Specific Plan

LAND USE DISTRICTS

Side: No side-yard setback is required. Signs shall be setback five (5) feet from the side property line. All setbacks shall be landscaped.

Street side: No front street-side setback is required. Parking and monument signs shall be set back at least five (5) feet from the street-side property line. All setbacks shall be landscaped.

Rear: No rear-yard setback shall be required.

d. Dwelling-Unit Density: Mixed-Use Projects

Maximum dwelling unit density for a mixed use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

Ground-floor development along all street frontages south and east of the transit center shall be reserved for office and commercial uses.

e. Open Space: Mixed-Use Projects

Unless separately established through the Planned Development application process, the minimum usable open space for residential portions of mixed-use projects shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.

f. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code. Any landscaping within the Gateway Transit District should contribute to the purpose of the area in the following ways:

- 1) Incorporate dramatic landscape to maintain high-quality views from adjacent streets.
- 2) Provide for the safety and comfort of pedestrians with the use of appropriate parking shade trees, landscape, paving details, and lighting.
- 3) Larger projects should consider incorporating public art.



Downtown Specific Plan

LAND USE DISTRICTS

g. Parking

Parking shall conform to Article 39 of the Escondido Zoning Code. A percentage of the required parking spaces may be designated for use by compact cars in accordance with Article 39.

Parking for residential use in a mixed-use project shall be provided as follows:

Studio:	1.0
1 Bdrm:	1.5
2 Bdrms:	1.75
2+ Bdrms:	2.0



There also shall be provided one (1) guest parking space for each four (4) units or fraction thereof. On-street guest parking spaces may be approved by the City on a case-by-case basis subject to criteria in the City's parking ordinance.

Parking reductions for mixed-use development may be considered through the Conditional Use Permit or Planned Development process in conjunction with a shared parking analysis utilizing Urban Land Institute standards.

h. Signs

The intent of signs within the Gateway Transit District is to identify a building and or business. High-profile signs (pole signs), monument signs, wall signs, projecting signs, awning signs, and permanent window signs may be permitted within the Gateway Transit District as part of an approved Planned Development, according to the Sign Matrix (Figure VI-3). Signs in the District shall be permitted in accordance with Chapter VI of this document, the attached Sign-Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.

Downtown Specific Plan

LAND USE DISTRICTS

6. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Requirements and Design Criteria*:

Freestanding Signs

Monument Sign
Pole Sign (Professional/Commercial
/Retail)

Building Signs

Wall Sign (for buildings with 3 stories or less)
Window Sign (not permitted for Residential
Uses)
Projecting Sign (not permitted for
Residential Uses)
Awning Sign
Top-of-building Sign (for buildings over
3 stories or more)

Maximum Number of Signs: The following identifies the maximum number of signs by sign type.

Monument Sign:

Commercial/Retail/Professional	One per premise
Residential (20+ units)	One per major street entrance

Pole Sign:

Commercial/Retail/Professional (-3acres)	One per premise
Commercial/Retail/Professional (+3 acres)	One per street frontage, 2 per frontage over 1,200 feet and an additional 1 for each additional 600 feet of frontage.

Wall Sign:

Commercial/Retail/Professional/ Residential	One per wall on a building
--	----------------------------

Window Sign:

Commercial/Retail/Professional	One per window facing a street, alley or parking lot
--------------------------------	--

Projecting Sign:

Commercial/Retail/Professional	One per business
--------------------------------	------------------

Awning Sign:

Commercial/Retail/Professional	One per each entrance on a street or alley
Residential	One per each entrance on a street or alley

Top-of-Building Sign:

Commercial/Retail/Professional	Two per building. One per building face.
--------------------------------	--

Downtown Specific Plan

LAND USE DISTRICTS

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding-sign area is permitted in addition to the total aggregate sign area. The following list identifies the maximum permitted sign area per building based on use:

Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Top-of-Building Sign: Letter and symbol height shall conform with the following standards:

- Up to 40 feet: 3'6" max letter height/3'10" max symbol height
- Up to 55 feet: 4'0" max letter height/4'6" max symbol height

Residential

2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

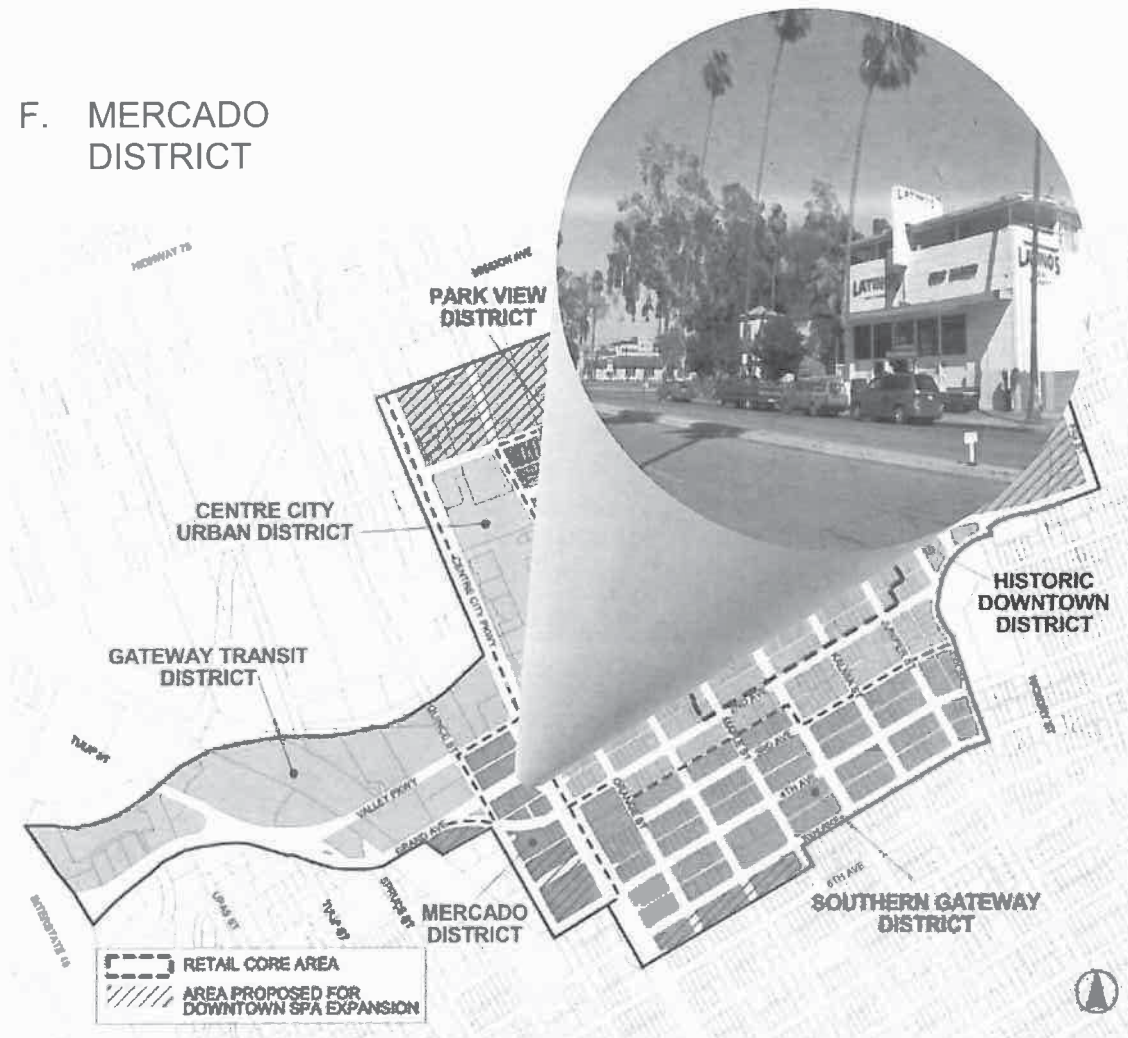
Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval*	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

* Maximum height for a Pole Sign is 20 feet

Downtown Specific Plan

LAND USE DISTRICTS

F. MERCADO DISTRICT



1. VISION

The Mercado District's vision provides for a combination of visitor- and pedestrian-oriented mixed land uses with an early California-Hispanic theme near the Downtown's primary entrance. The District's proximity to the North County Transit Center provides the Mercado with convenient access. The Mercado District includes restaurants, boutique shops, cultural establishments, and manufacturing of tourist-oriented items that encourage public viewing, display and sales (i.e. specialty food preparation, art fabrication, pottery, etc.) to draw visitors and establish the District as a destination. Development would incorporate architecture, landscaping, signage, colors, and materials in an "early California old town" theme, connecting plazas and courtyards to provide opportunities for outdoor activities and display.

Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The district encompasses approximately 11 acres and is located adjacent to Centre City Parkway, Second Avenue and Valley Parkway, which serve as the main thoroughfares accessing Downtown. The Mercado District is in close proximity to Downtown shopping, cultural and office uses, as well as to the Transit Center and the Light Rail terminal.

Portions of the Gateway District are adjacent to the Mercado District. Properties on the western side of Quince Street and south of Fourth Avenue, outside the Downtown SPA, are within a Design Overlay Area (Figure V-6a). The Design Overlay includes properties that orient toward, or are adjacent to, the Mercado District but separated from the Mercado District by adjacent streets. The intent of the Overlay Area is to expand the Mercado design theme into a larger area to enhance the pedestrian experience.



FIGURE V-6



Areas within the Design Overlay Area shall coordinate colors, architecture, landscaping, signage, and materials in an "early California" theme that complements the Mercado District.

Downtown Specific Plan

LAND USE DISTRICTS

3. LAND USES

Specialty “boutique” retail uses and services are a focus for the Mercado in order to become a destination for tourists. Due to its unique location as a gateway into downtown, the Mercado District also is suitable for general office developments, as well as uses supporting the Transit Center and downtown activities, such as visitor-service bureaus, bicycle rentals, specialty food stores, florists, gifts and cards, etc. Mixed-use projects combining retail and/or office uses with residential uses are permitted and encouraged in this district. Refer to the Permitted-Use Matrix, Figure II-2 for a detailed list of permitted and conditionally permitted uses.



4. MERCADO DISTRICT DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). The maximum allowable building height in the Mercado District shall be sixty (60) feet. Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

The minimum street frontage for any development site in the Mercado District is fifty (50) feet. Smaller lot frontages on building lots of record created prior to the adoption of this Specific Plan may develop according to other standards contained in this section.



c. Setbacks

Setbacks are not required for structures in the Mercado District. Parking areas shall be set back a minimum distance of five (5) feet from any property line adjoining a public street and said area shall be landscaped in accordance with provisions of the Zoning Code.

d. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code.

Downtown Specific Plan

LAND USE DISTRICTS

e. Dwelling-Unit Density: Mixed-Use Projects

Maximum dwelling-unit density for a mixed use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper floor area devoted to office use, and 75% of the upper floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre shall be subject to a Specific Plan Amendment, and processed with a Planned Development application.



f. Open Space: Mixed-Use Projects

Unless separately established through the Planned Development Application process, the minimum usable open space for residential portion of a mixed-use project shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.

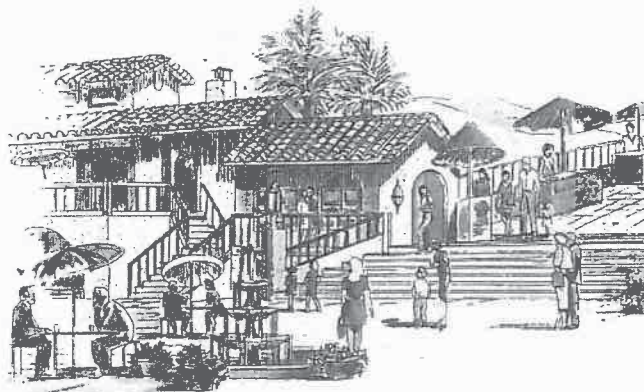
g. Parking

In accordance with Vehicle Parking District No. 2, there is no minimum parking requirement for non-residential uses. Parking for residential use in a mixed-use project shall be provided as follows:

Studio	1
1 Bedroom	1.5
2 Bedroom	1.75
2+ Bedrooms	2

There also shall be one (1) guest parking space provided for each four (4) units or fraction thereof.

On-street guest parking spaces may be approved by the City on a case-by-case basis.



Downtown Specific Plan

LAND USE DISTRICTS

h. Signs

Signs in the Mercado District shall be permitted in accordance with Chapter VI of this document, the attached Sign-Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.

i. Requirements for Special Use

Special requirements for sidewalk cafes, sidewalk vendors, and newspaper vending boxes are provided in Chapter VII of this document.

5. AREA-SPECIFIC DESIGN GUIDELINES

The development in the Mercado District should contribute to a high-quality environment in the following ways:

- Provide an inviting entrance and transition to, and with, other areas of Downtown;
- Maintain high-quality design and landscaping standards; and,
- Increase opportunities for high-density employment businesses that provide high-paying jobs and high-density residential.

a. Buildings

The design theme for development in the Mercado District shall be consistent with, or complementary to, early-California architecture. Refer to Section IV of this document for specific design guidelines.

b. Landscape/Hardscape

Any landscaping should express and reinforce the Mercado District's architectural character. Efficient, clearly organized, thematic landscape proposals are considered appropriate for this district.

c. Parking Lots

Refer to Section IV of this document for parking design and landscaping guidelines.

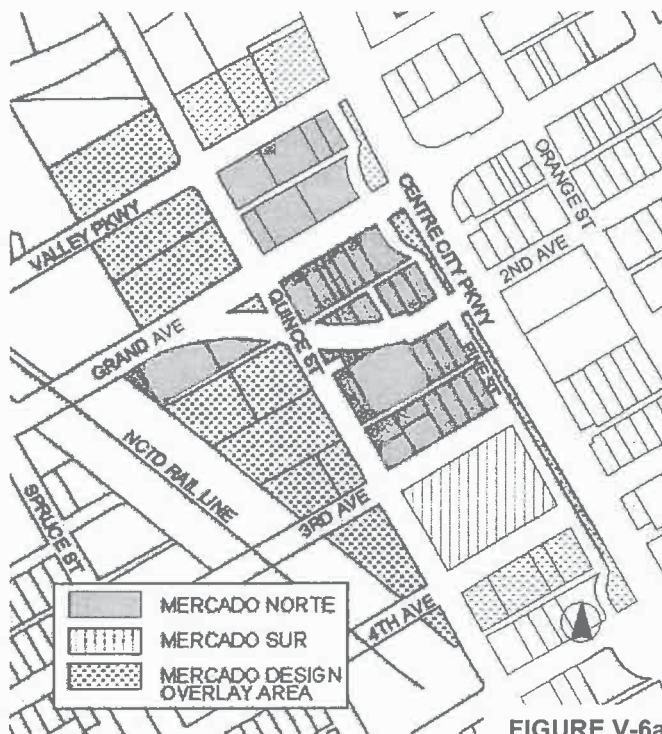


FIGURE V-6a

Downtown Specific Plan

LAND USE DISTRICTS

6. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Requirements and Design Criteria*:

Freestanding Signs

Monument Sign
(Not permitted on Grand Avenue)

Building Signs

Wall Sign (for buildings with 3 stories or less)
Window Signs (not permitted for Residential Uses)
Projecting Sign (not permitted for Residential Uses)
Awning Sign
Top-of-building Sign (for buildings over 3 stories or more)

Maximum Number of Signs: The following identifies the maximum number of signs by sign type:

Monument Sign:

Commercial/Retail/Professional
Residential (20+ units)

One per premise
One per major street entrance

Wall Sign:

Commercial/Retail/Professional/
Residential

One per wall on a building

Window Sign:

Commercial/Retail/Professional

One per window facing a street, alley or parking lot

Projecting Sign:

Commercial/Retail/Professional

One per business

Awning Sign:

Commercial/Retail/Professional
Residential (all)

One per each entrance on a street or alley
One per each entrance on a street or alley

Top-of-Building Sign:

Commercial/Retail/Professional

Two per building. One per building face.

Downtown Specific Plan

LAND USE DISTRICTS

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following list identifies the maximum permitted sign area per building based on use:

Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Top-of-Building Sign: Letter and symbol height shall conform with the following standards:

- 3 to 4 stories: 3'6" max letter height/3'10" max symbol height
- 5 to 9 stories: 4'0" max letter height/4'6" max symbol height
- 10 to 15 stories: 5'0" max letter height/5'6" max symbol height

Residential

2 SF per unit, Maximum 60 SF per project,
Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval*	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

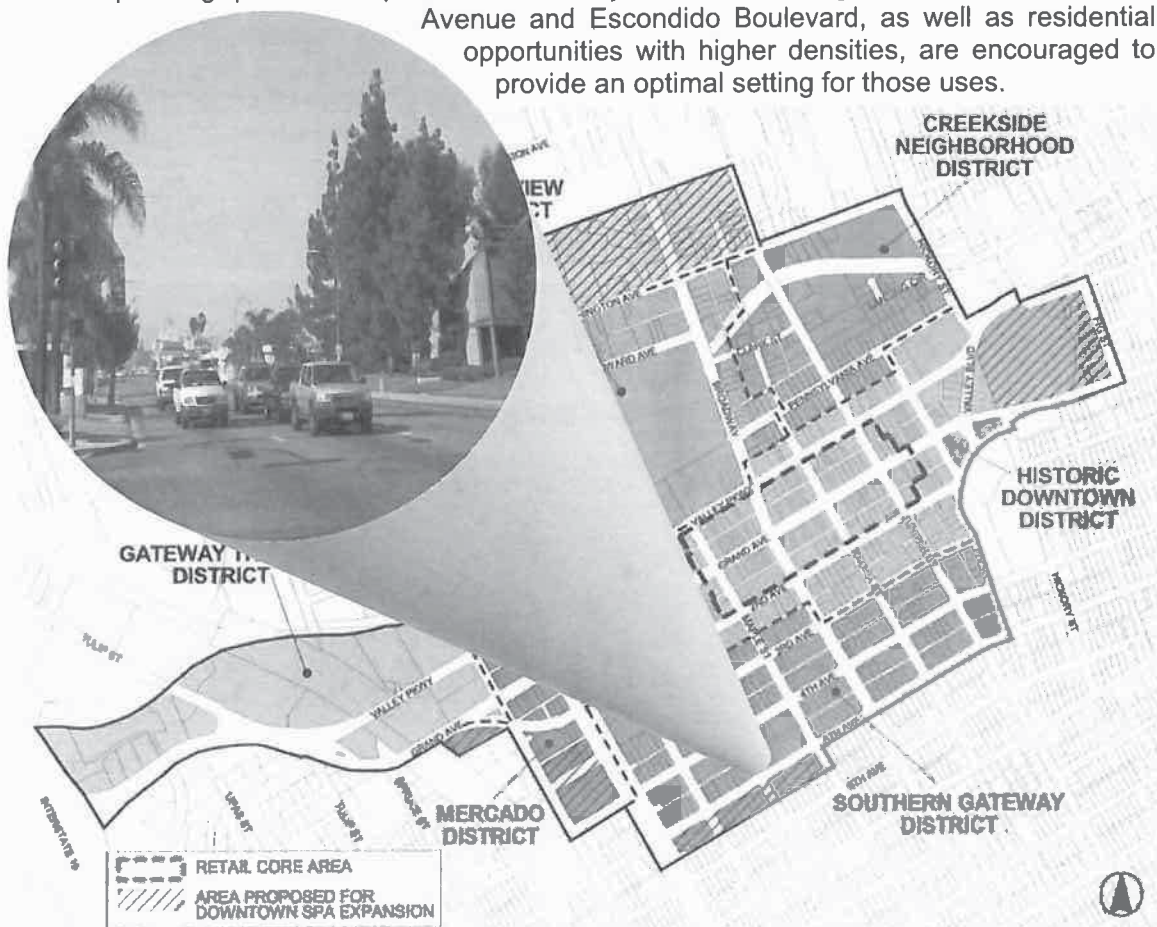
Downtown Specific Plan

LAND USE DISTRICTS

G. SOUTHERN GATEWAY DISTRICT

1. VISION

The intent of the Southern Gateway district is to provide for the expansion and development of business and professional offices and services south of Grand Avenue, while preserving the integrity of historic resources located within the district and further south in the City's Old Escondido Neighborhood. New commercial development incorporating pedestrian plazas and courtyards, with strong connections to Grand Avenue and Escondido Boulevard, as well as residential opportunities with higher densities, are encouraged to provide an optimal setting for those uses.



Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The Southern Gateway District encompasses approximately 55 acres located east of Centre City Parkway, west of Ivy Street, north of Fifth Avenue and south of Second and Third Avenues. The Old Escondido Neighborhood is to the south of this district and contains the majority of Escondido's historic residential structures. Eastern portions of the Southern Gateway District also contain older and historic single-family structures. Some of these structures have been converted to office and/or professional uses that provide a smooth transition for more intense development north toward Grand Avenue, while buffering the single-family character of Old Escondido Neighborhood. Central Elementary School is located within the district and provides K-5 education for students living in the area.

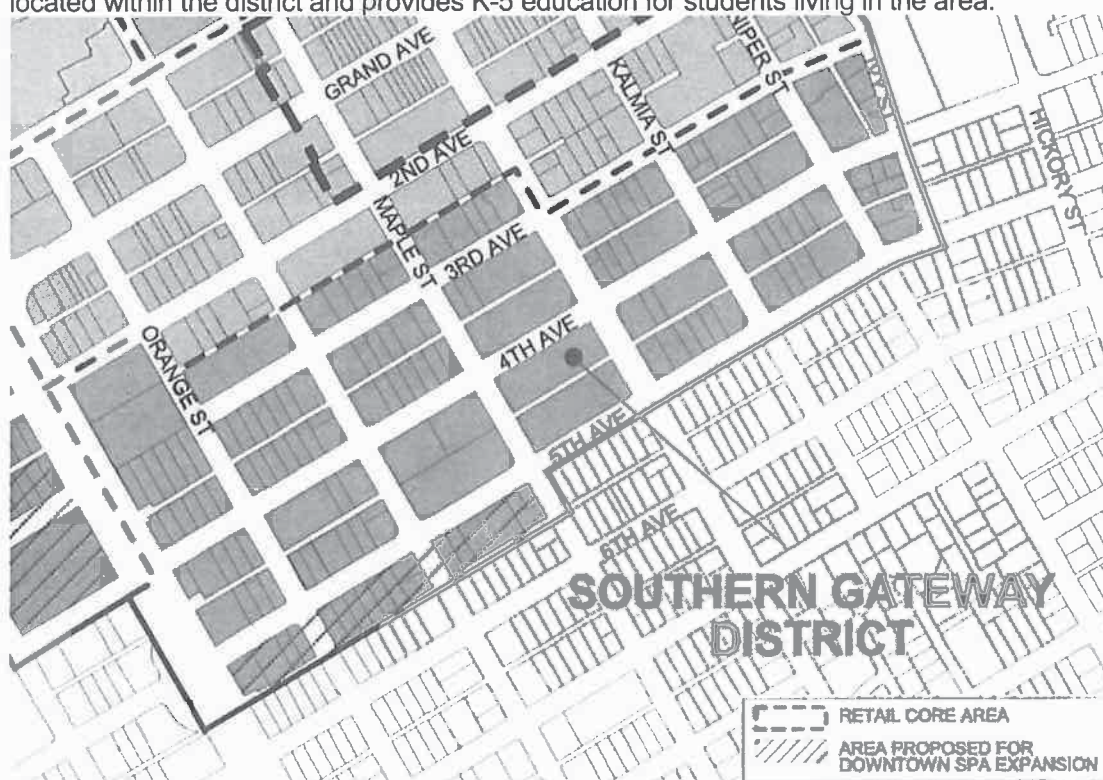


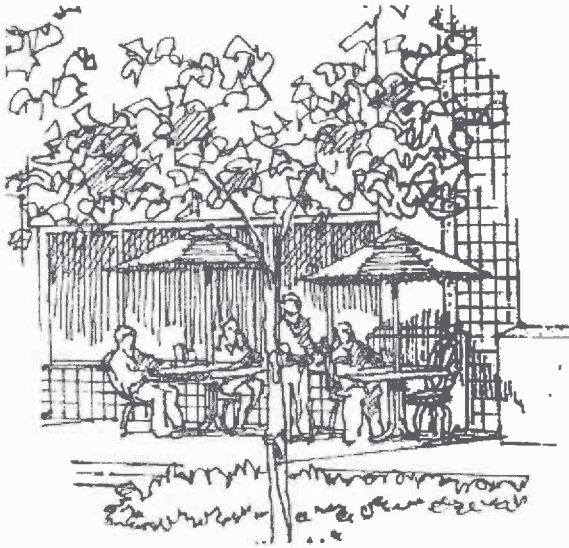
FIGURE V-7

Downtown Specific Plan

LAND USE DISTRICTS

3. LAND USES

Business, professional, and medical offices and services are the primary uses in this area. Retail and service uses that support office uses are permitted within an office building, but may not occupy more than 30% of the gross floor area. Uses along South Escondido Boulevard shall incorporate a significant retail or office presence at the street level to maintain a strong connection between Grand



Avenue businesses and the South Escondido Boulevard Commercial Area Plan that extends south of Downtown. Property totaling 0.8 acre located at the southeastern corner of Third Avenue and Escondido Boulevard is approved as a Mixed-Use commercial/office/residential development with 55 units and a density of 68.75 units per acre (Case #: 2007-11-SPA/PD/DA). Property totaling 2.74 acres located at the eastern side of Escondido Boulevard between Fourth Street and Fifth Street is approved as a mixed-use commercial/office/residential development with 125 units and a density of 45.62 units per acre (Case #: Tr. 958, 2007-03-SPA/PD/DA). Residential uses are allowed on upper floors along Escondido Boulevard and on ground-floor levels elsewhere in the district with an approved Conditional Use Permit.

A variety of low-profile office uses currently exists in this district between Broadway, Third and Fifth Avenues and Ivy Street. The dominant building types are older, single-family residences, many of which have been converted to office uses. Adaptive reuse of historic structures in this area is encouraged. Suitable alternative uses for this area would be artist studios, photography studios, and art galleries. Residential uses in this area shall be limited to single-family units. Refer to Permitted Use Matrix, Figure II-2 for a detailed list of permitted and conditionally permitted uses within the Southern Gateway District.

4. SOUTHERN GATEWAY DISTRICT DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

The minimum street frontage for any development site in the Southern Gateway District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section.

Downtown Specific Plan

LAND USE DISTRICTS

c. Setbacks

Front:

On South Escondido Boulevard: There shall be no front-yard setback for development. Buildings are encouraged to be built to the property line in a manner consistent with the Downtown Design Principles.

Off South Escondido Boulevard: Each parcel shall have a front yard of not less than ten (10) feet in depth, except that a garage having access which is perpendicular to the street shall be set back at least twenty (20) feet from the front property line. A garage having access which is perpendicular to an alley shall be set back at least twenty four (24) feet from the farthest side of the alley.

Within the Adaptive Reuse Area between Broadway, Third and Fifth Avenues and Ivy Street7: Each parcel shall have a front yard of not less than fifteen (15) feet in depth, except that a garage having access perpendicular to the street shall be set back at least twenty (20) feet from the street property line.

Side:

No side-yard setback is required either on or off South Escondido Boulevard, except that a garage having access perpendicular the street shall be set back at least twenty (20) feet from the side property line.

Within the Adaptive Reuse Area: Each parcel shall have a side yard of not less than five (5) feet in depth.

Corner Side: On corner lots, both on and off South Escondido Boulevard, no corner side yard is required, except that within the district's adaptive reuse area a corner side yard of ten (10) feet is required, which shall be increased to twenty (20) feet for garages having access perpendicular to the street. A required side yard shall not be used for vehicular parking except portion(s) devoted to driveway use.

Rear: There is no rear-yard setback required for structures, except that main structures in the adaptive reuse area shall maintain a ten (10) foot setback and garages shall maintain a five (5) foot setback. Open parking in rear-yard areas shall require five (5) feet of landscape separation along a rear property line. Where vehicles park directly off an alley, the rear yard adjacent to the alley may be used to provide a twenty-four (24) foot vehicular back-up space into the alley.



Downtown Specific Plan

LAND USE DISTRICTS

d. Dwelling Unit Density: Mixed-Use Projects

Maximum dwelling-unit density for a mixed use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper floor area devoted to office use, and 75% of the upper floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

e. Open Space for Residential-Only and Mixed-Use Projects

Unless separately established through the Planned Development Application process, the minimum usable open space for residential-only and residential portions of mixed-use projects shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.

f. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code, or as determined appropriate through the Planned Development process.



g. Trees in Public Parkway

New construction would require the planting of street trees in the parkway area (if any) for every thirty (30) feet of street frontage using a species listed on the City's approved street tree list.

h. Parking

Parking shall conform to Article 39 of the Escondido Zoning Code. A percentage of required parking spaces may be designated for use by compact cars in accordance with the General Provisions section of the Specific Plan. Deviations from the requirement of Article 39 for residential projects may be considered on a case-by-case basis if it can be determined that adequate parking would be provided for the project.

Parking for residential uses shall be provided as follows:

Studio	1
1 Bdrm	1.5
2 Bdrms	1.75
2+ Bdrms	2

Downtown Specific Plan

LAND USE DISTRICTS

There also shall be provided one (1) guest parking space for each four (4) units or fraction thereof. On-street guest parking spaces may be approved by the City on a case-by-case basis, subject to criteria in the City's parking ordinance.

i. Signs

Signs in the Southern Gateway District shall be permitted in accordance with Chapter VI of this document, the attached Sign-Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.



Downtown Specific Plan

LAND USE DISTRICTS

6. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Requirements and Design Criteria*:

Freestanding Signs

Monument Sign

Building Signs

Wall Sign (for buildings with 3 stories or less)
Window Sign (not permitted for Residential Uses)
Projecting Sign (not permitted for Residential Uses)
Awning Signs
Top-of-Building Sign (for buildings 3 stories or more)

Maximum Number of Signs: The following identifies the maximum number of signs by sign type.

Monument Sign:

Commercial/Retail/Professional
Residential (20+ units)

One per premise
One per major street entrance

Wall Sign:

Commercial/Retail/Professional/
Residential

One per wall on a building

Window Sign:

Commercial/Retail/Professional

One per window facing a street, alley or parking lot

Projecting Sign:

Commercial/Retail/Professional

One per business

Awning Sign:

Commercial/Retail/Professional/
Residential

One per each entrance on a street or alley

Top-of-Building Sign:

Commercial/Retail/Professional

Two per building. One per building face.

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following lists the maximum permitted sign area per building based on use:

Downtown Specific Plan

LAND USE DISTRICTS

Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Top-of-Building Sign: Letter and symbol height shall conform with the following standards:

- Over 3 to 4 stories: 3'6" max letter height / 3'10" max symbol height
- 5+ stories: 4'0" max letter height / 4'6" max symbol height

Residential

2 SF per unit, Maximum 60 SF per project,

Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

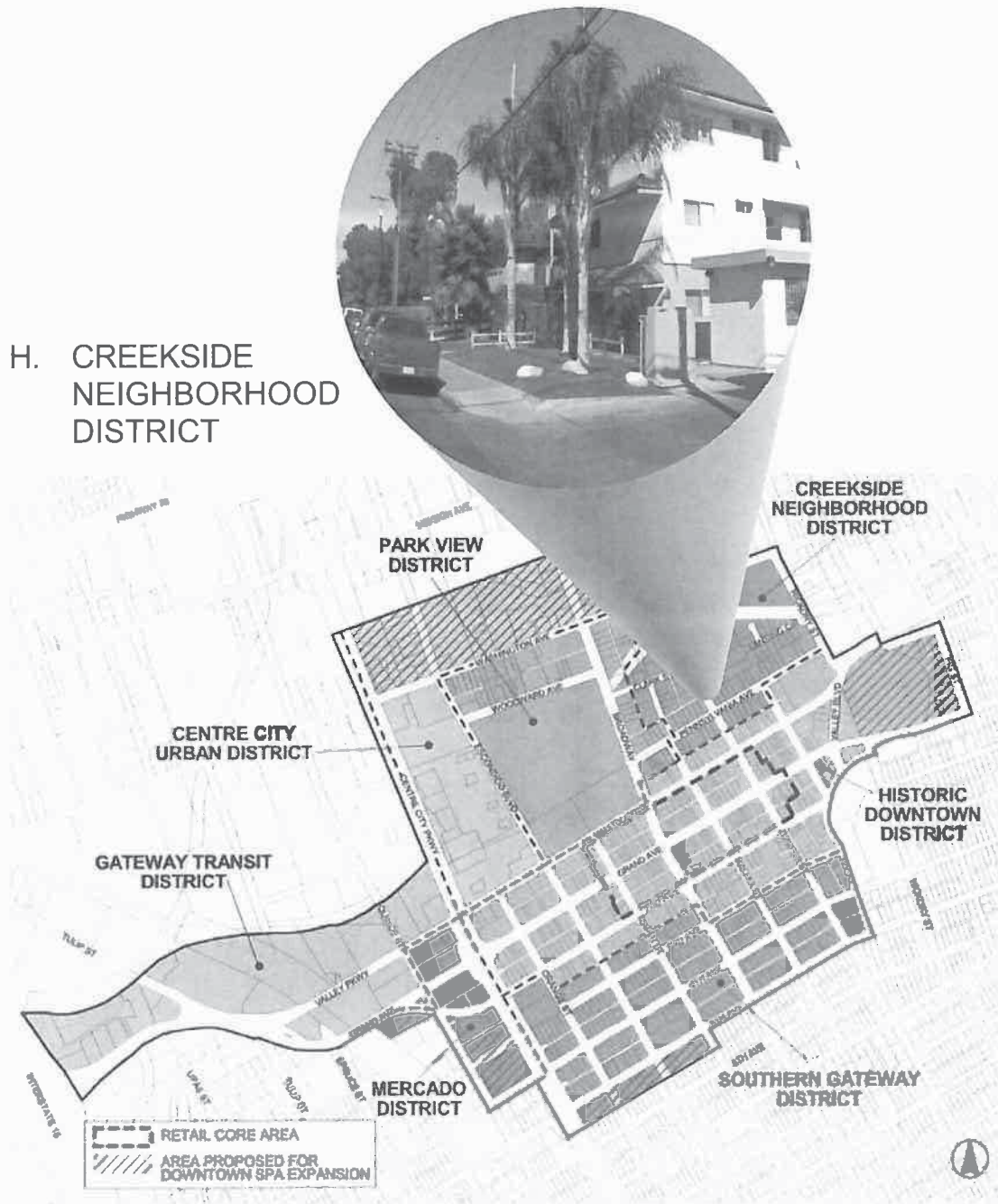
Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		



Downtown Specific Plan

LAND USE DISTRICTS

H. CREEKSIDE NEIGHBORHOOD DISTRICT



1. VISION

The purpose of this District is to encourage high-density multifamily residential use along Escondido Creek in close proximity to Downtown, thus providing a residential support base and pedestrian traffic for Downtown uses. Areas along Pennsylvania provide opportunities for employment with ground-floor offices and mixed use as well as ground-floor residential land uses.

Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The Creekside Neighborhood District encompasses approximately 28 acres located in the northeastern quadrant of the Downtown Specific Planning Area along Pennsylvania Avenue between Kalmia and Hickory Streets, on the southern side of Washington Avenue on both sides of Escondido Creek. The area is in close proximity to Downtown's amenities, such as Grand Avenue shopping, restaurants, museums, library, medical services, and the Civic Center complex.



FIGURE V-8

Downtown Specific Plan

LAND USE DISTRICTS

3. LAND USE

Multifamily residential development is encouraged within this area. The density can range up to forty-five (45) units per acre. The assemblage of small parcels to create larger multifamily projects is encouraged to achieve this goal. Areas along Pennsylvania Avenue require ground-floor offices and allow residential uses on upper floors in mixed-use developments. Refer to the Permitted Use Matrix, Figure II-2 for a detailed list of permitted and conditionally permitted uses.



4. CREEKSIDE DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

The minimum street frontage for any development site in the Creekside Neighborhood District shall be fifty (50) feet. Parcels of land created prior to the adoption of this Specific Plan shall not be denied a building permit for reason of nonconformance with the frontage requirements of this section.

c. Setbacks

Front: Each parcel shall have a front yard of not less than ten (10) feet in depth except development along Pennsylvania Avenue is encouraged to develop at the front property line consistent with the Downtown Design Principles. Garages having access perpendicular to the street shall be set back at least twenty (20) feet from the front property line.

Side:

On Pennsylvania Avenue: No side yard is required for development on Pennsylvania Avenue.

Off Pennsylvania Avenue: There shall be a side yard of at least five (5) feet for the first two stories, plus an additional five (5) feet for each additional story of a principal building on each side of a lot, with a maximum side-yard of twenty-five (25) feet.

Downtown Specific Plan

LAND USE DISTRICTS

Corner Side: The side yard that is contiguous to the street on corner lots, both on and off Pennsylvania Avenue, shall not be less than ten (10) feet, except that a garage having access perpendicular to the street shall be set back at least twenty (20) feet from the property line. A required side yard shall not be used for vehicular parking except that portion devoted to driveway use.



Rear: Each parcel shall have a rear yard of not less than ten (10) feet, plus five (5) additional feet for each story over two in height. Parking in rear-yard areas shall require five (5) feet of landscape separation. Where the rear yard abuts a public alley, the setback may be measured from the centerline of the alley; however, in no event shall there be less than a five-foot setback from the edge of the alley.

d. Projections into All Yards for Residential Development

Building features, landscaping, and appurtenances may extend into any required yards, subject to adopted codes and ordinances.

e. Dwelling Unit Density and Mixed Use Projects

The maximum dwelling-unit density for a residential development shall be 45 units per acre. Maximum dwelling-unit density for a mixed-use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre would be subject to a Specific Plan Amendment and processed with a Planned Development application.

f. Open Space for Residential-Only and Mixed-Use Projects

Unless separately established through the Planned Development application process, the minimum usable open space for residential-only and residential portions of mixed-use projects shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.

g. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code.

Downtown Specific Plan

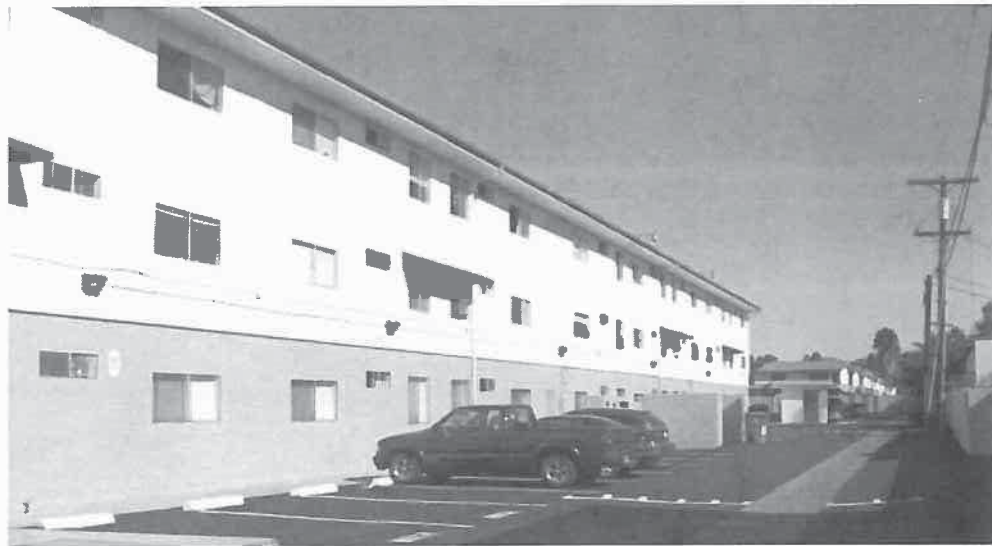
LAND USE DISTRICTS

h. Parking

Parking shall conform to Article 39 of the Escondido Zoning Code. A percentage of the required parking spaces may be designated for use by compact cars in accordance with the General Provisions section of this Specific Plan.

Parking for residential uses shall be provided as follows:

Studio	1
1 Bdrm	1.5
2 Bdrm	1.75
2+ Bdrms	2



There also shall be provided one (1) guest parking space for each four (4) units or fraction thereof. On-street guest parking spaces may be approved by the City on a case-by-case basis, subject to criteria in the City's parking ordinance.

Parking reductions for mixed-use development may be considered through the Conditional Use Permit process in conjunction with a shared parking analysis utilizing Urban Land Institute standards or another methodology deemed appropriate by the Director of Community Development.

i. Minimum Floor Area

Each dwelling unit in the Creekside Neighborhood District shall have a floor area of not less than four hundred (400) square feet, exclusive of porches, garages, carports, entries, terraces, patios, or basements.

Downtown Specific Plan

LAND USE DISTRICTS

j. Elevators

Each building having three or more stories and having six or more dwelling units on or above the third floor shall be equipped with a passenger elevator in addition to the required stairways.

k. Signs

The intent of signs within the Creekside Neighborhood District is to identify the building and to attract the attention of pedestrian and vehicular traffic. Monument signs, wall signs, awning signs, and permanent window signs may be permitted within this district according to the Sign Matrix. Signs in this District shall be approved in accordance with Section VI of this document and the attached Sign Regulation Summary for the Creekside Neighborhood District.

5. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Chapter VI: Sign Requirements and Design Criteria*:

Freestanding Signs

Monument Sign

Building Signs

Wall Sign

Window Sign (not permitted for Residential Uses)

Awning Sign

Maximum Number of Signs: The following identifies the maximum number of signs by sign type.

Monument Sign:

Commercial/Retail/Professional
Residential (20+ units)

One per premise
One per major street entrance

Wall Sign:

Commercial/Retail/Professional/
Residential

One per wall on a building

Window Sign:

Commercial/Retail/Professional

One per window facing a street, alley or parking lot

Awning Sign:

Commercial/Retail/Professional
Residential (all)

One per each entrance on a street or alley
One per each entrance on a street or alley

Downtown Specific Plan

LAND USE DISTRICTS

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following list identifies the maximum permitted sign area per building based on use:

Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Awning Sign: Letter height limited to 6 inches

Residential

2 SF per unit, Maximum 60 SF per project,
Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

VI. SIGN CRITERIA AND GUIDELINES

A. PURPOSE STATEMENT

The purpose of establishing sign standards and guidelines is to encourage an “uncluttered” atmosphere with signs that portray graphic excellence and enhance economic revitalization, as well as a quality image for the Downtown Area. The primary intent of these standards is to establish consistency for all signage within a parcel as well as a compatible system of signage throughout the area. These standards and design criteria establish sign placement, letter type, sign styles, and other design-related restrictions.



Sign regulations establishing limits for the number of signs per property, the placement of signs, and the height and area of signs are included in each District Section of this document. The Design Guidelines presented herein are supplementary to the City's Sign Ordinance. The standards contained in these sections may be modified through the public hearing process to meet the goals and objectives of the Design Guidelines. All signs shall comply with the Downtown Specific Plan's requirements, any additional provisions of these sections, and the following sections of the Citywide Sign Ordinance (Article 66):

- Definitions;
- Permit Administration;
- Construction and Maintenance;
- Sign Standards - General
- Supergraphic Sign Standards;
- Sign Standards related to historic buildings and historic signs,
- Enforcement and penalties; and
- Nonconforming signs.

1. TYPES OF SIGNS

a. Public Signage

A system of public signage provides a unique identity to the community and should include Downtown identification signs, street signs, special-use signs, historical plaques, and directional signs. The public-sign system should include:

- 1) A downtown logo to be used on appropriate signs;
- 2) Entry point identity signs;
- 3) Consistent design for street signs, special use signs, and historical plaques incorporating the logo;
- 4) Landscaping at entry points and key areas; and

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

- 5) Consistent design for informational signs.

b. Private Signage

Two major categories of signs on private property are regulated by these Design Guidelines.

- 1) Building Sign - Refers to a sign attached to the exterior surface of a building or visible from the exterior. For purposes of this section, building signs are divided according to location into:
 - (a) Wall signs;
 - (b) Glazed area/window signs;
 - (c) Projecting signs;
 - (d) Awning signs; and
 - (e) Top-of-building signs.
- 2) Freestanding Sign - Refers to any sign which is wholly or partially supported by one or more uprights or braces in, or upon, the ground. For purposes of this section, freestanding signs are divided into:
 - (a) Monument signs 6-feet tall or less; and
 - (b) Pole and high-profile signs over 6-feet tall.

c. Other Signs

Other types of signs are regulated by these Design Guidelines.

- 1) Special-Event Signs:
 - (a) Business promotions/special events;
 - (b) Community events; and,
 - (c) Sidewalk signs.

2. DESIGN GUIDELINES FOR ALL SIGNS

All private signs in the Downtown shall conform to Article 66 of the Escondido Zoning Code and the following standards and guidelines:

- a. Freestanding and building signs on each parcel in the Downtown shall be limited to no more than three different types of signs (freestanding and building signs) consistent with the underlying district (see Sign-Type Matrix, Figure VI-3, for the types of signs permitted in each district and building type).
- b. Sign copy generally should be limited to the name of the business or the general nature of the goods or services. Up to 10% of the sign copy area may be devoted to slogans or advertising, and the sign copy shall be made an integral part of the sign design.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES



ENCOURAGED



DISCOURAGED

LIMIT SIGN COPY

- c. Structural aspects of signs, such as poles, supports, and cabinets, should be constructed of materials and colors related to the principal building. Landscaping should be designed to reduce the emphasis on the mechanical and supporting aspects of the sign.

- d. Signs shall be constructed of durable materials. Paper, cloth, canvas, and plastic-streamer signs are prohibited.



PAPER, CLOTH, AND
PLASTIC STREAMER
SIGNS PROHIBITED

- e. Graphics, illuminated by flood light (or spotlight), shall be positioned so that none of the light shines directly onto an adjoining property or glares or shines into the eyes of motorists or pedestrians, and shall conform to the City's Outdoor Lighting Ordinance (Article 35 of the Zoning Code).

USE DURABLE MATERIALS

- f. Signs shall be equipped with an automatic timer and shall be turned off between the hours of 11:00 p.m. and sunrise unless the business is open to the public between those hours. If the business is open between the hours of 11:00 p.m. and sunrise, the sign may be illuminated only for as long as the facility is open.
- g. When signs are removed, or replaced with a sign of a different size or shape, all holes should be patched and surfaces repainted, or refinished, to match surrounding wall surfaces.
- h. Icon/Supergraphic signs are highly encouraged. These wall signs display a large graphic image with, or without, text. The graphic image may extend beyond the perimeter of the sign text.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

3. BUILDING SIGN STANDARDS AND GUIDELINES

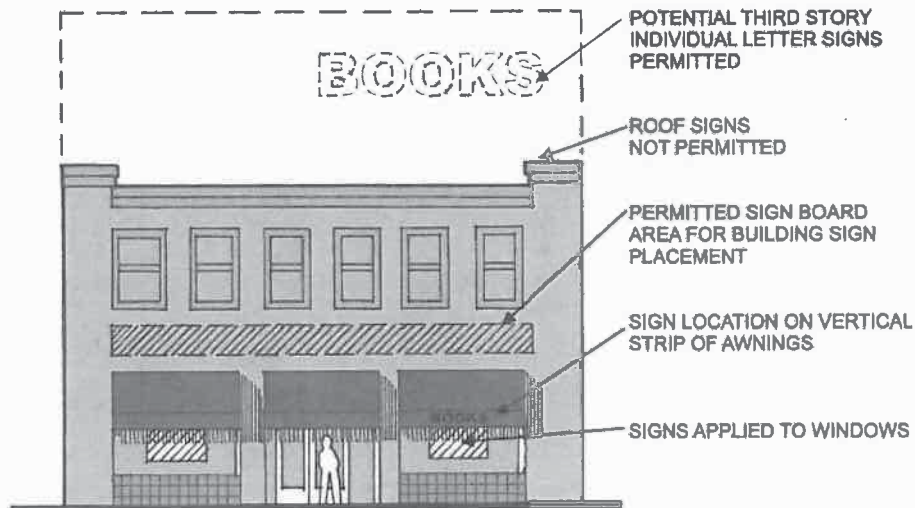
The types of building signs permitted in the Downtown Specific Plan Area vary according to each Downtown District as shown in Figure VI-3. Regulations and guidelines for building signs are presented in the sections which follow:

a. Wall Signs

Wall signs are intended to identify a specific use by name and are permitted for downtown commercial buildings, commercial centers, and freestanding buildings of fewer than three stories. Limitations on sign copy, size, color, and placement are intended to reduce visual clutter.

1) Development Standards - The following standards apply to all wall signs:

- (a) Limit Signs per Business - Wall signs shall be limited to one per business on each wall of the business that has a major entry or display window on a street or parking lot.
- (b) Sign Placement - Where multiple signs are used (such as strip retail businesses), each sign shall be centered horizontally and vertically over the storefront. Wall signs may be attached to the exterior wall, tower, or architectural feature of a building.



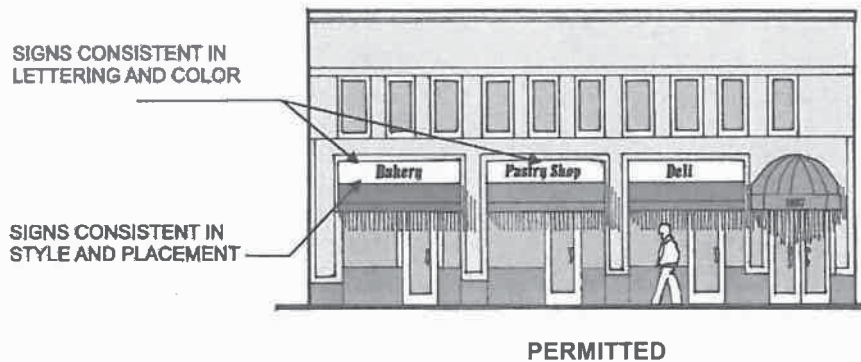
- (c) No Projecting Wall Signs - Wall signs shall be mounted parallel to, and flush with, the wall surface with opaque backgrounds. Wall signs are not permitted to be mounted as projecting signs or mounted on brackets extending above, or in front of, the wall surface.

Downtown Specific Plan

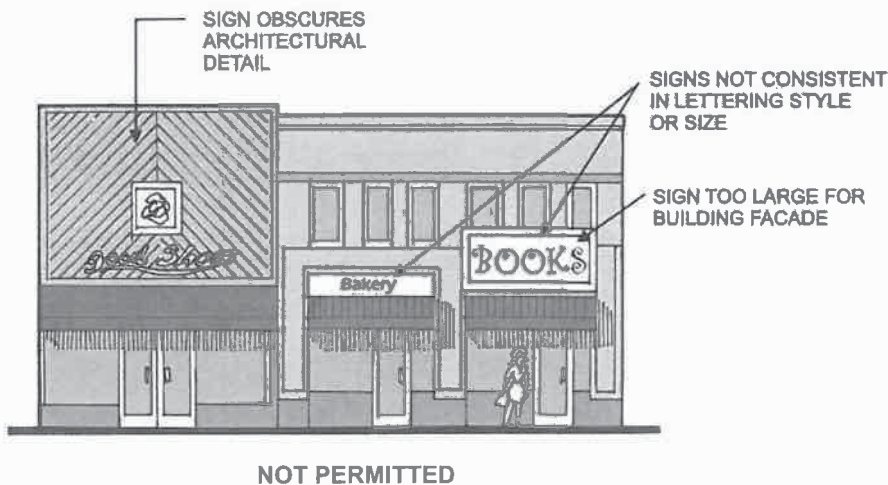
SIGN CRITERIA & GUIDELINES

2) Design Guidelines - The following guidelines apply to all wall signs:

- (a) Sign Placement - The location and placement of wall signs should be limited to avoid interference with the building's architecture.
- (b) Channel Letters Encouraged - Individually cut or channel letters are strongly encouraged.



- (c) Cabinet Wall Signs - Cabinet wall signs are prohibited in certain Districts of the Downtown. In Districts where cabinet signs are prohibited innovative icon/supergraphic signs may be permitted. Where permitted, cabinet wall signs are subject to design review by Planning staff for approval.



- (d) Enclosed, Changeable-Copy Signs - Changeable-copy signs shall be permitted according to Article 66 of the Escondido Zoning Code (for service stations only). Other changeable-copy signs, or price signs that are enclosed and do not exceed 10% of the permitted sign area for the site, also may be permitted within the Downtown.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

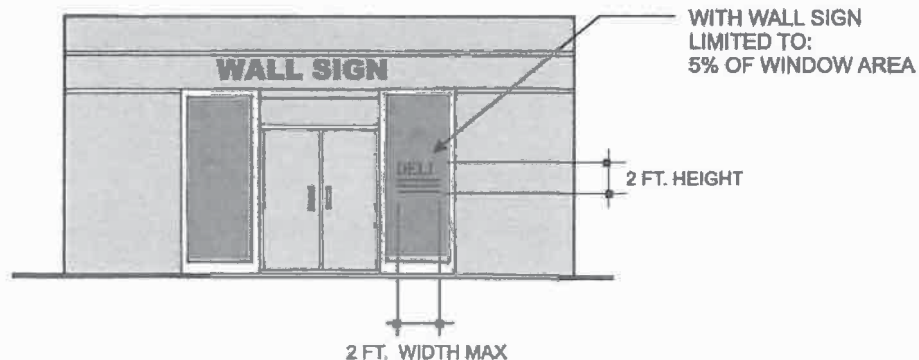
- (e) Use of Logo - Business logos are encouraged, when combined with business names, but shall not occupy more than 25% of the sign copy area and shall be made an integral part of the sign design.
- (f) Illumination - Wall signs may have individual, illuminated channel letters or solid, individual, illuminated channel letters, or solid individual letters that are back-lit (halo-lit). External and indirect lighting consistent with the Outdoor Lighting Ordinance is permitted in lieu of individually illuminated letters.

b. Glazed Area/Window Signs

Glazed area/Window signs are intended to identify a business by name and may include additional information, such as hours of operation or a proprietor's name. Temporary signs, and signs incorporated into window displays, are not considered permanent window signs.

- 1) Development Standards - The following standards apply to all permanent window signs:

- (a) Area of the Sign - Permanent window signs may occupy up to 50% of the window area. If used in conjunction with a wall sign, permanent window signs are limited to 5% of window area. Second-story window signs representing not more than 20% of window area, are permitted if the use differs from the first story. The area of the window sign shall be included in calculating the total permanent sign area for the building, but shall not be included in calculating the area permitted for temporary window signs. If window signs are used in lieu of wall signs, no temporary window signs are permitted for those windows having permanent window signs.

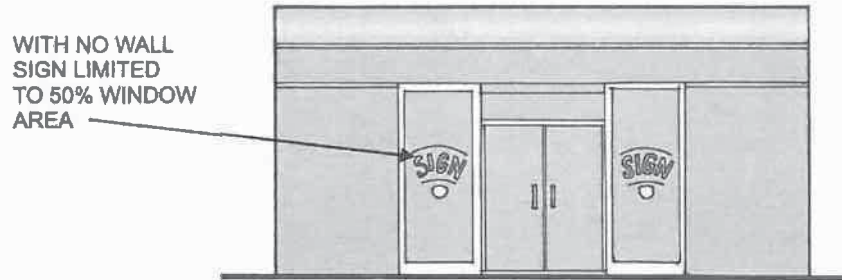


- (b) Width/Height - Sign copy shall be limited to two (2) feet in height and two (2) feet in width maximum, if used in conjunction with a wall sign.

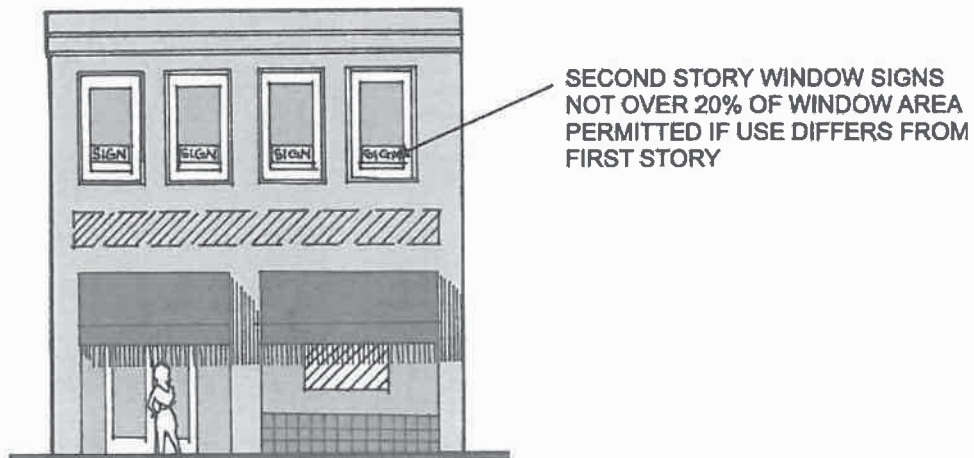
Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

- 2) Design Guidelines - The following guidelines apply to all permanent window signs:



- (a) Use Individually Cut Letters - Permanent window signs should be limited to individual letters placed on the interior surface of the window and intended to be viewed from outside. White or gold-leaf paint is the recommended color. Glass-mounted graphics may be applied by silk-screening or pre-spaced vinyl die cut forms.
- (b) Limit Text - The text or sign copy of a window sign should be limited to the business name, proprietor's name, hours of operation, and brief messages identifying the type of product or service (e.g., "MATERNITY WEAR" or "ATTORNEY"), or pertinent information (e.g., "SE HABLA ESPANOL" or "RESERVATIONS REQUIRED"). Letter size for all information, other than the business name, shall be limited to one (1) inch.



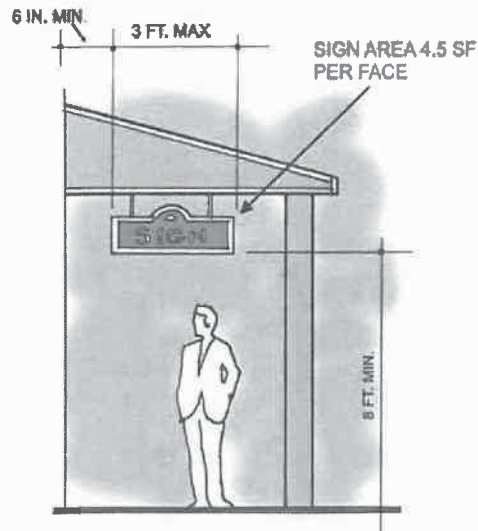
- (c) Illumination - Not permitted, except for signs made of neon. The area of a neon-tube sign, including all neon architectural-accent features and neon-tube banding which surrounds the sign letters or frames the windows, shall be counted as part of the sign area allowed for that building face.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

c. Projecting Signs

Small pedestrian-oriented projecting sign graphics are encouraged in the Historic Downtown District and Southern Gateway District, subject to the guidelines listed below. Projecting signs also are permitted in commercial center developments, particularly where these hang beneath an arcade. These signs are intended to be small in size and are specifically oriented to pedestrians. Projecting signs encouraged by this section are not intended to serve as wall signs.



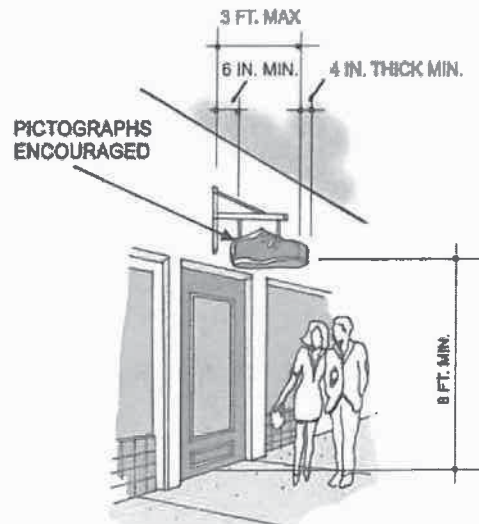
PERMITTED

- 1) Development Standards - The following standards apply to all projecting signs:

- (a) Limit Size - No projecting sign shall exceed a total area of 4.5 square feet per sign face.
- (b) Sign Spacing - Projecting signs shall be placed at building or store entrances, but, in no event, shall projecting signs be spaced less than twelve (12) feet apart.

- (c) Provide Adequate Clearance

All projecting signs shall provide vertical clearance to sidewalks of at least eight (8) feet and a clearance of at least six (6) inches between the sign and the building face. All signs shall project from the wall at an angle of 90 degrees, or hang from an overhead canopy. Projecting signs shall not extend more than three (3) feet from the building face and hanging signs shall be limited to three (3) feet in width. The owner shall obtain an encroachment permit from the City's Engineering Division to place a sign that encroaches into a public right-of-way.



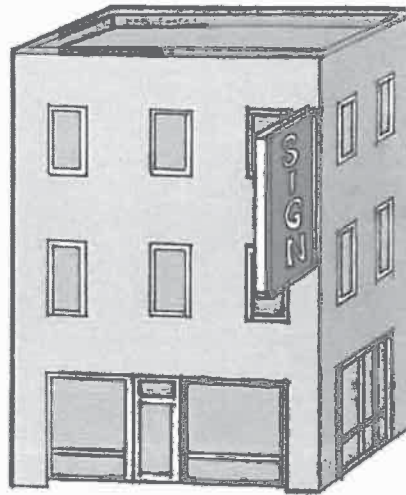
PERMITTED

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

2) Design Guidelines - The following guidelines apply to all projecting signs:

- (a) Use Pictographs - The use of pictographs is encouraged for projecting signs to graphically illustrate the type of business without the use of words. Examples of pictograph signs include a key for a locksmith or a pipe for a tobacco shop. Projecting signs may include the business name, but shall not include specific product names.
- (b) No Cabinet Signs - Cabinet signs shall not be used for projecting signs.
- (c) Illumination - Indirect lighting only is permitted for projecting signs.



NOT PERMITTED

d. Awning Signs

Awning signs are painted or affixed to the vertical face of an awning.

1) Development Standards - The following standard applies to all awning signs:

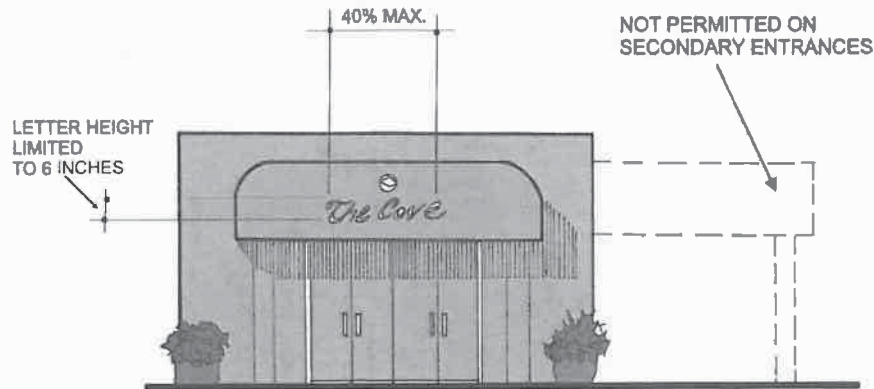
- (a) Sign Placement - Awning signs are limited to awnings covering one entrance per each street or alley that the building faces. The business name or building name portion of the sign is limited to 40% of the awning face.

2) Design Guidelines - The following guidelines apply to all awning signs:

- (a) Coordinate Design and Color - The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building. Where other awnings are used on the building, the design and color of the sign awnings and all other awnings shall be coordinated.
- (b) Copy - Sign copy text may be the name of the business and/or the business logo.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES



- (c) Text Placement, Height and Color - The text and/or logo should be located only on the valance of the awning itself. Other proposed locations of text and/or logo on the awning may be considered by Planning staff. Letter color should be compatible with the awning and the building color scheme. Letter height should be in scale with the size of the awning, limited to six (6) inches.

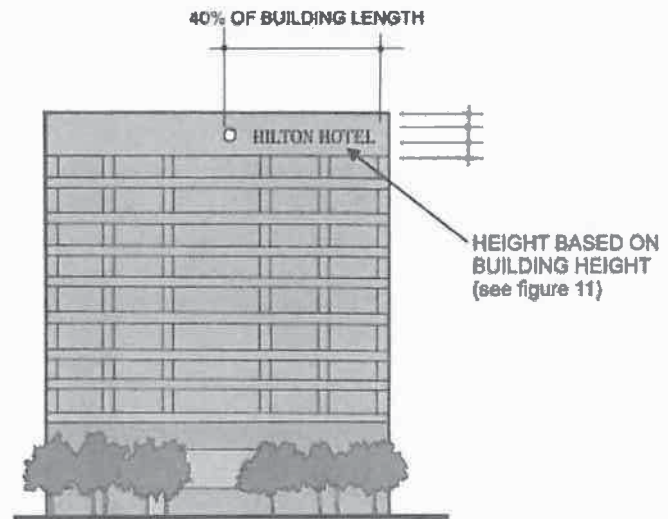
- (d) Illumination – Not permitted.

e. Top-of-Building Signs

Top-of-building signs are permitted only for freestanding buildings of three stories or more. These signs are appropriate for office or financial buildings, and the signs are intended to allow identification of the building by corporate name or logo.

- 1) Development Standards - The following standards apply to all top-of-building signs:

- (a) Limit Numbers - The number of top-of-building signs shall be limited to two (2) per building, and no more than one (1) sign may be mounted on each building face.



PERMITTED

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

(b) Height - The following standards are required for letter / symbol height:

<u>Number of Stories</u>	<u>Maximum Letter Height</u>	<u>Maximum Symbol Height</u>
3 to 4	3'6"	3'10"
5 to 9	4'0"	4'6"
10 to 15	5'0"	5'6"

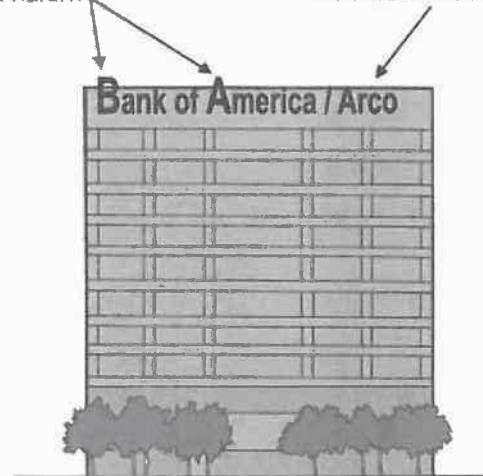
2) Design Guidelines - The following design guidelines apply to all top-of-building signs:

(a) Cumulative Sign Area - The permitted sign area may be in addition to other signs allowed.

(b) Sign Placement - Top-of-building signs shall be placed an equal distance below the eave line and above the upper-story window line. Letters shall be located a distance of no closer than one-half the letter height to the top, sides, and bottom of the building parapet, or top of the window line, and are limited to 40% of the width of the parapet.

SIGN NOT TO EXCEED BUILDING HEIGHT

ONLY ONE SIGN ON EACH BUILDING FACE



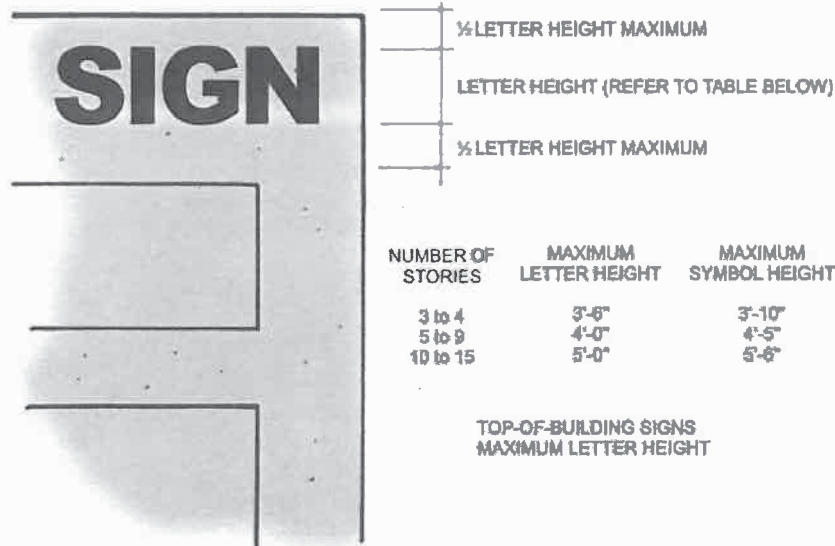
(c) Limit Text - The text or sign copy of top-of-building signs should be limited to a corporate name or logo. A logo is preferred.

(d) No Cabinet Signs Permitted - Only letters, or individually fabricated letters or symbols, are permitted.

(b) Illumination - Top-of-building signs may be illuminated, but only with internal illumination of individual letters, logos, or symbols.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES



4. FREESTANDING SIGN STANDARDS AND GUIDELINES

The types of freestanding signs permitted in the Downtown Specific Plan Area vary according to each Downtown District as shown in Figure VI-3. Regulations and guidelines for freestanding signs are presented in the sections which follow:

a. Monument Signs

Monument signs (freestanding signs 6 feet or less in height) are intended to provide street addresses and identification for major uses where a pole sign is not considered appropriate. Monument signs also are used for residential buildings. Any building type for which a pole sign is permitted may use a monument sign in lieu of the pole sign if the sign meets the standards presented below.

1) Standards - The following standards apply to all monument signs:

- (a) Height of Sign - The height of a monument sign shall be limited to a maximum 6 feet, including the base. No sign over 3-1/2 feet in height is permitted within 10 feet of driveway entrances.
- (b) Location - May encroach to within 5 feet of property line adjacent to the street, or as required in the district, whichever is less. Signs shall not create traffic hazards at driveways or corners.

2) Design Guidelines - The following guidelines apply to all monument signs:

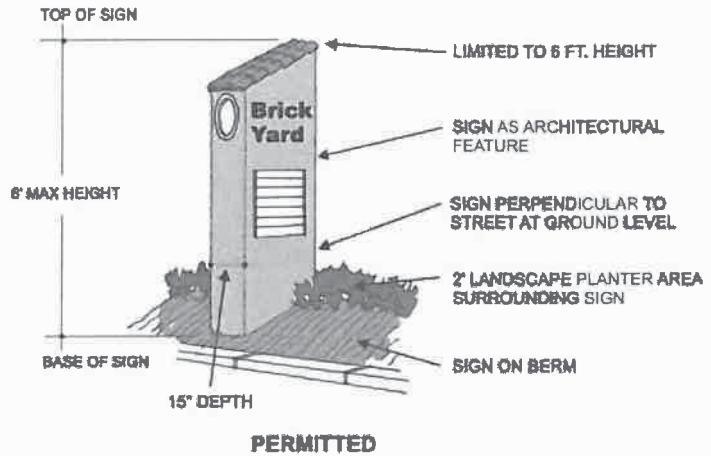
- (a) Limit Text - The text, or sign copy, of monument signs should be limited to the name of the business/establishment and the street address only (except for fuel-pricing signs).

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

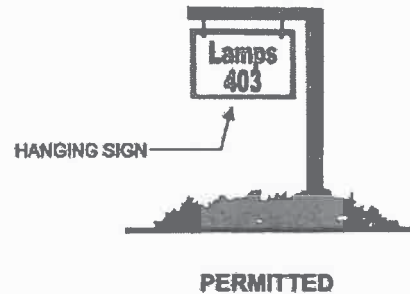
- (b) Depth of a Sign - A monument sign with a solid base shall have a depth of at least 15 inches between its two faces.

- (c) Base - Monument signs shall have a solid base rather than pole supports, except that a single pole with a crossbar and a hanging sign may be considered a monument sign for purposes of this document. These hanging signs are especially appropriate for residential uses or for uses housed in converted residential buildings.

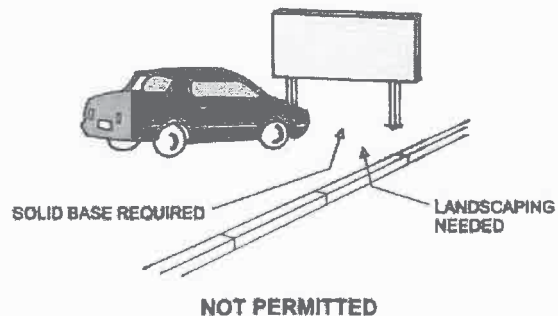


- (d) Landscaping - Monument signs should be surrounded by 2-foot landscape planter areas measured in all directions.

- (e) Illumination - Monument signs may have individually illuminated channel letters, or solid individual letters that are back-lit (halo-lit). External and indirect lighting, consistent with the Outdoor Lighting Ordinance, is permitted in lieu of individually illuminated letters.



- (f) Changeable Copy - Such signs may be permitted as building directories and for auto service stations subject to staff approval.

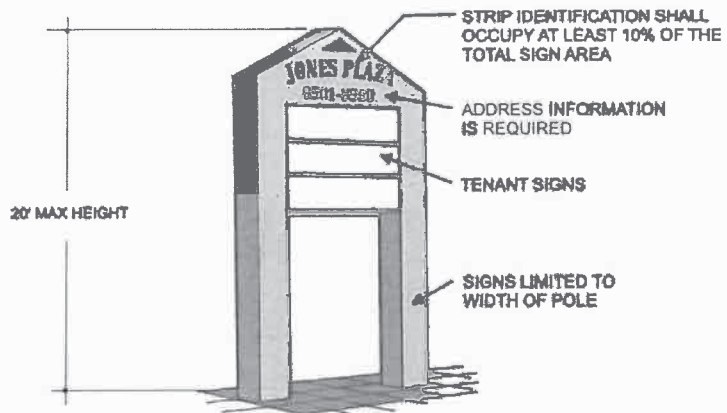


Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

b. Pole Signs

Pole signs (signs over 6 feet in height) are intended to provide identification for major uses and street addresses by providing identification while reducing visual clutter. Pole signs are permitted only for commercial centers outside the Historic Downtown District and may be used in lieu of a monument sign.



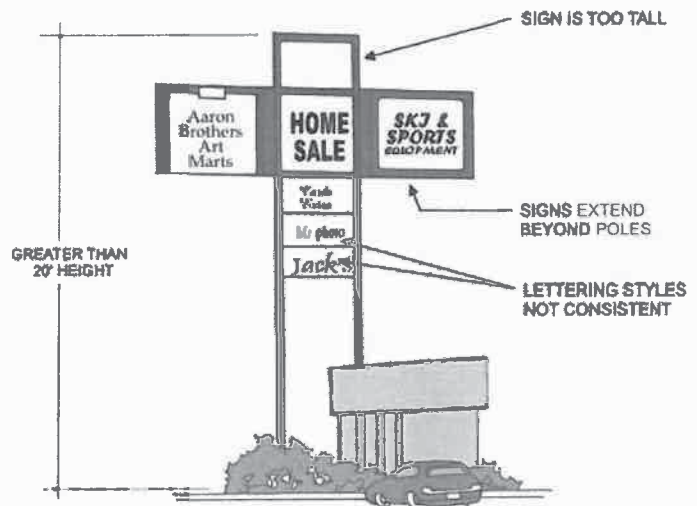
ENCOURAGED

1) Development

Standards - The following standards apply to all pole signs:

- (a) Limit Number and Area - The number and maximum area of pole signs shall be limited to no more than allowed by the City's Sign Ordinance. The area of pole signs may be reduced through the design review process based on scale, proportion, visual impact, and location in relation to the structure, setbacks, and landscaping.

- (b) Pole Sign Height - Pole signs shall be a maximum of 20 feet in height if determined appropriate for the proposed location and site. All heights are measured from the ground base of the sign to the top of the sign and include poles, pylons, and supportive members.



DISCOURAGED

- (c) Location - Subject to setback requirements of the District, signs shall not create traffic hazards at driveways or corners.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

- (d) Identify Center Name or Address - For commercial renters, a **minimum of 10%** of the pole sign area shall be devoted to identification of the center by address or both name and address. Commercial centers shall display the range of store addresses for that center. Only the name of the center and major tenants shall be included on such signs. Decorative poles, trim, or architectural features shall be provided to unify the total sign.
- (e) No Changeable Copy - Pole signs shall not have changeable copy or price signs - (See Monument Signs).
- (f) Illumination - Pole signs may have individual, illuminated, channel letters that are back-lit (halo-lit). External and indirect lighting, consistent with the Outdoor Lighting Ordinance, is permitted in lieu of individually illuminated letters.

2) Design Guidelines - The following design guidelines apply to all pole signs:

- (a) Uniform Design of Tenant Signs - Where freestanding signs include the names of tenants, these signs shall be limited to the width of the twin poles or architectural feature, and should be uniform in size, color, and lettering style.
- (b) No Single Poles - Pole signs shall be mounted on twin poles. Monument signs or signs, designed as a solid architectural feature, may be substituted for pole signs.

B. PROMOTIONAL EVENTS

Commercial grand opening and similar promotional event signage on private property may be approved by the Community Development Director for a limited period of time in all Districts, to publicize grand openings and special events such as new management and promotional sales. The regulation of these signs shall be as follows:



1. At least 2 weeks in advance of a promotional event, the business owner shall notify the Planning Division, by registered letter, of the dates of the promotional event and the types of signs to be used. The sizes and locations of the signs also shall be indicated.
2. Promotional event signs shall be limited to a maximum of 60 days per calendar year per business, not to exceed 30 consecutive days at any time.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

3. Promotional event signs may include balloons, flags, search lights, beacons, pennants, streamers, banners, portable signs, or other similar devices. Balloons may not exceed 24 inches in any dimension.
4. One promotional event banner is allowed for each street frontage, except for individual in-line shops in commercial centers where one banner is allowed for each building face fronting a parking lot or street.
5. Each promotional event banner shall not exceed 72 square feet in area.
6. No promotional event signage (of any type) may be displayed on, or attached to, any public property, including telephone or utility poles, traffic-control signs or other such devices, street lights, or other structures located on public property.
7. No promotional event signage, of any type, shall interfere with, or restrict, vehicular or pedestrian access or visibility.
8. Promotional event signs may be subject to a separate fee payable to the City of Escondido.



Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

C. COMMUNITY EVENTS

A community event is one that is intended to attract community-wide participation, is held on public or private property within the Downtown Specific Plan area, is open to the public, and is temporary in nature. Examples of community events include exhibits, parades, street fairs, celebrations, concerts, etc. Community events shall comply with all local, state and federal regulations where applicable. No signs shall be permitted within the Downtown Specific Plan area for events occurring in venues outside that boundary, except for events sponsored by the City or held on City-owned property. Community events signs shall be of a sufficient size and placed in appropriate locations, as determined by the Director of Community Development and sign requests shall be submitted to the Planning Division for review and approval by the Director of Community Development.



Community events shall comply with all local, state and federal regulations where applicable. No signs shall be permitted within the Downtown Specific Plan area for events occurring in venues outside that boundary, except for events sponsored by the City or held on City-owned property. Community events signs shall be of a sufficient size and placed in appropriate locations, as determined by the Director of Community Development and sign requests shall be submitted to the Planning Division for review and approval by the Director of Community Development.

D. FREESTANDING SIDEWALK SIGNS

A freestanding sidewalk sign shall mean a movable, single, or double-faced sign located within the public right-of-way (sidewalk), or within private entries or courtyards, which complies with all of the design specifications delineated below. Freestanding sidewalk signs shall communicate only information about businesses located in the building fronting on that portion of the sidewalk or private area where the sign is located. Freestanding sidewalk signs shall be allowed only in the Historic Downtown District, the Mercado District and portions of the Park View and Centre City Urban Districts that front on Valley Parkway as depicted in Figure VI-1.



Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

- a. **Review** - Business owners may apply for a freestanding sidewalk sign permit. To obtain approval for such signs in the specified Downtown areas, the following provisions shall be met:
- 1) All requests for freestanding sidewalk signs shall be reviewed by the Community Development Director to determine if the proposed sign is in conformance with the guidelines for construction, design and placement of such signage.
 - 2) If the Community Development Director finds that a proposed freestanding sidewalk sign is inconsistent with the provisions of this section, the owner/applicant shall be notified of the inconsistency and be required to file a new/revised sign plan which meets the guidelines of this section.

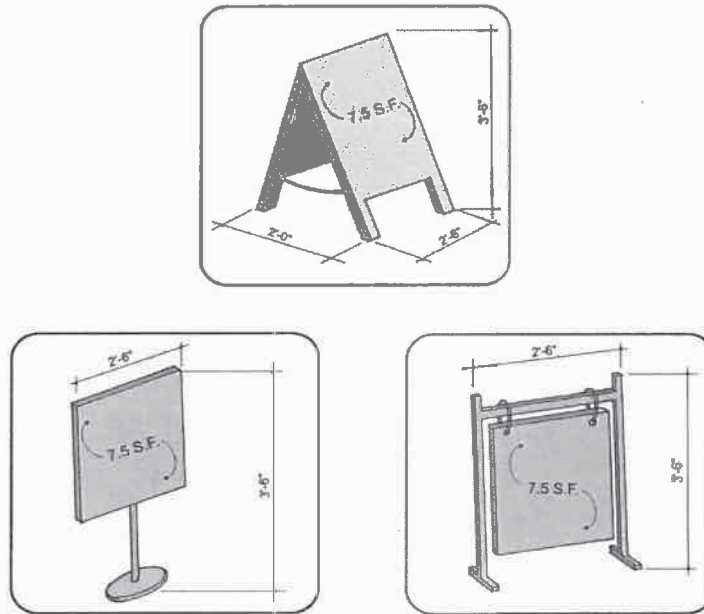


FIGURE VI-2
FREESTANDING SIDEWALK SIGNS

- 3) Freestanding Sidewalk Signs shall be allowed only within the boundaries designated in Figure VI-I by issuance of a freestanding sign permit approved by the City of Escondido Planning Division. All illegally placed signs shall be issued notices of violation and shall be confiscated if continued violations occur.
- 4) All permitted freestanding sidewalk signs shall conform to all construction, design, and placement specifications of the permit, as well as any other special conditions of the permit. Any deviation from the approved permit shall result in issuance of a notice of violation and possible revocation of the permit as well as confiscation of the sign by the Code Enforcement Division.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

- 5) An Encroachment Permit issued by the Engineering Division shall be required for each sign which is proposed in the public right-of-way.
 - 6) Signs for temporary or special events, may be allowed for a maximum period of 24 consecutive hours, subject to approval by the Community Development Director. The applicant shall be required to provide the Planning Division with a schedule detailing the date and hours for the special event (not to exceed 24 consecutive hours).
 - 7) A copy of the approved freestanding sidewalk sign permit shall be permanently attached to the back of each sign in a manner sufficient to withstand inclement weather.
 - 8) There shall be an appropriate permit fee payable to the City of Escondido prior to issuance of any permit for a freestanding sidewalk sign.
 - 9) Any individual applying for a freestanding sidewalk sign permit shall agree to indemnify and hold harmless the City of Escondido in the event of any property damage or personal injury arising from any accident involving the sign being located within the public right-of-way. Proof of liability insurance, naming the City of Escondido as additionally insured in the amount to the satisfaction of the City, shall be provided to the Engineering Division prior to encroachment permit issuance.
- b. Design Criteria** - The following design guidelines apply to all freestanding sidewalk signs:

- 1) Durable Materials - Freestanding sidewalk signs shall be constructed of durable materials, sufficient to withstand inclement weather, as well as color fading due to sunlight. Metal, wood, and plastic are typical materials used. Glass and other breakable materials are not allowed.
- 2) Self-Supporting - Freestanding sidewalk signs shall be designed to be self-supporting (A-frame or podium types are typical).
- 3) Weighted - Signs shall be weighted to withstand wind or being overturned by contact. Weights, if required, should be incorporated in the sign construction, not applied. Flex signs are not allowed.



Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

- 4) Dimensions and Area - Signs, excluding umbrella signs, shall be no more than 3'-6" high, 2'-6" width, and 2'-0" base width. Each face should contain no more than 7.5 square feet of sign area (see Figure VI-2).
- 5) Umbrella Signs - Umbrellas in outdoor seating areas of restaurants, cafes and similar establishments serving food and/or beverage may have the name of the business on the valance. Only two sides of the umbrella may have signage and the area shall not be deducted from the total allowable sign area for the business. Combining both product name and shop name on the umbrella is discouraged.

c. Design Standards – The following design standards shall apply to all freestanding sidewalk signs:

- 1) Complement Location - The sign design, its graphics, colors and materials should complement the location to which it pertains as well as the design of the public space where it is located.
- 2) Not Temporary - No temporary posters, letters, flyers, balloons, pennants, flags, or other attention-getting devices are to be attached.
- 3) Changeable Signs - Changeable signs shall use slate or plastic with chalk or grease pencil.
- 4) Projections - There shall be no projections, other than raised carved letters, which shall not project greater than 1/2" from sign face.
- 5) Edges and Corners - Signs shall contain no sharp edges or corners.
- 6) Moveable Parts - Signs shall not have copy or parts that move in a controlled or uncontrolled manner.



d. Placement – The following placement standards apply to all freestanding sidewalk signs:

- 1) One Sign - Freestanding sidewalk signs shall be limited to one sign for each premise, or per 50 lineal feet of frontage, whichever is less. Signs shall be placed a minimum of 50 feet apart. Two or three businesses may share a freestanding sidewalk sign.
- 2) Clear Path - Freestanding sidewalk signs shall be allowed only where a minimum 8'-0" wide clear path for pedestrians can be maintained.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

- 3) Public Right-of-Way - Freestanding sidewalk signs shall be permitted only on the four feet of public right-of-way nearest, and parallel to, the curb in front of the business to which it is pertinent, or on private property in front of the business.
 - 4) Unobstructed Line-of-Site - The Engineering Division shall review sign locations on a case-by-case basis to ensure adequate line-of-sight for vehicular or pedestrian traffic. Any sign found by the City to interfere with traffic or sight lines at intersections shall be removed immediately. The City also reserves the right to remove a sign that causes any interference with vehicular or pedestrian traffic, or in any emergency situation, or if the sign interferes with right-of way work performed by, or on behalf of, the City.
- e. **Sign Removal** – Sidewalk signs shall be removed and placed inside the building after business hours.

FIGURE VI-3

MATRIX OF SIGN TYPES PERMITTED BY DISTRICT

(Also refer to individual regulations in Chapter V pertaining to each District)

<i>District:</i>	<i>HD</i>	<i>PV</i>	<i>CCU</i>	<i>GT</i>	<i>M</i>	<i>SG</i>	<i>CN</i>
Pole			<i>P</i>	<i>P</i> ⁶			
Monument	<i>P</i> ¹	<i>P</i> ¹	<i>P</i>	<i>P</i> ¹	<i>P</i> ⁵	<i>P</i> ¹	<i>P</i>
Wall	<i>P</i>	<i>P</i>	<i>P</i>	<i>P</i> ²	<i>P</i> ²	<i>P</i>	<i>P</i>
Window	<i>P</i> ⁶	<i>P</i> ⁶	<i>P</i> ⁶	<i>P</i> ⁶	<i>P</i> ⁶	<i>P</i> ⁶	<i>P</i> ⁶
Projecting	<i>P</i> ⁶	<i>P</i> ⁶	<i>P</i> ⁶	<i>P</i> ⁶	<i>P</i> ⁶	<i>P</i> ⁶	
Awning	<i>P</i>	<i>P</i>	<i>P</i>	<i>P</i>	<i>P</i>	<i>P</i>	<i>P</i>
Top-of-Bldg				<i>P</i> ³	<i>P</i> ³	<i>P</i> ³	

P = Permitted

*P*¹ = Maximum height 6 feet; not permitted within Grand Avenue "historic retail-core area"

*P*² = For buildings with 3 stories or less

*P*³ = For buildings 3 stories or more in height

*P*⁴ = Approval of a Planned Development required

*P*⁵ = Maximum height 6 feet; maximum size 8 sq. ft.; indirect lighting or halo-lit lettering

*P*⁶ = Allowed, except not permitted for residential uses

HD = Historic Downtown

PV = Park View

CCU = Centre City Urban

GT = Gateway Transit

M = Mercado

SG = Southern Gateway

CN = Creekside Neighborhood



Downtown Specific Plan

SPECIAL USES

VII. SPECIAL USES

A. PURPOSE STATEMENT

Unique and special uses outdoors and in the public right-of-way of the Downtown area are encouraged to enhance the pedestrian ambiance. However, reasonable regulation of these uses is necessary to protect public health, safety, and welfare. The purpose of this section is to set forth the conditions and requirements under which special uses, as defined below, may be permitted to operate by approval of the Community Development Director within the downtown area.

1. OUTDOOR DINING

a. Definition

Outdoor dining is any group of tables and chairs, and its authorized decorative and accessory devices situated and maintained outdoors upon public property, sidewalk/right-of-way areas and/or outdoors on private property for use in connection with the consumption of food and beverage sold to the public from, or in, an adjoining indoor restaurant.

b. Permit Required

All outdoor dining areas shall be approved by the Planning Division. An Encroachment Permit from the Engineering Division is required for any outdoor dining which is proposed on public property.



c. Limitations and Requirements

Outdoor dining may be permitted only in districts that allow indoor restaurants, and then only if the outdoor dining is situated adjacent to an indoor restaurant (as specified below) and the outdoor dining operation is incidental to, and a part of, the operation of such adjacent indoor restaurant.

- 1) Existing indoor restaurants shall conform to all sections of the Municipal Code in order to be eligible for approval of outdoor dining services.
- 2) Outdoor dining may be located on public property areas immediately adjacent to, and abutting, the indoor restaurant which operates the restaurant, provided that the area in which the outdoor dining is located extends no farther in length than the actual frontage of the operating indoor restaurant and all other applicable provisions of this section are fulfilled.

Downtown Specific Plan

SPECIAL USES

- 3) Outdoor dining that is located on the public sidewalk shall be limited to the area immediately adjacent to, or abutting, the indoor restaurant which operates the outdoor dining area and shall comply with all applicable provisions of this section. Any area of the public sidewalk that would be enclosed for the use of outdoor dining shall provide direct access to the adjacent restaurant for staff and customer use.
- 4) An indoor restaurant may be permitted to operate multiple outdoor dining areas, however, outdoor dining on the adjacent public sidewalk shall be confined to a single location on the sidewalk.

- 5) Outdoor dining utilizing public property areas may be permitted only where sufficient area is available to adequately accommodate both the usual pedestrian traffic in the area and the operation of the proposed outdoor dining.



- 6) All outdoor dining tables and chairs located on the public sidewalk shall be set back to provide a 4- foot minimum of 'free and clear' sidewalk area to accommodate pedestrian traffic. This distance may be reduced to 3 feet when street trees and/or a landscaped parkway area exist subject to City approval and in compliance with Americans with Disabilities Act (ADA) provisions. Tables or chairs shall not be situated within 8 feet of any designated bus stop.
- 7) All outdoor dining furniture on public property (including tables, chairs, umbrellas, and planters) shall be movable. Umbrellas shall be secured with a minimum base of not less than 60 pounds. Outdoor heaters, amplified music, or speakers shall require Plot Plan approval from the Planning Division.
- 8) No sign shall be allowed at any outdoor dining area, except for the name of the establishment and/or product name on an umbrella valance.
- 9) The outdoor preparation of food and associated busing facilities are prohibited within the public right of way (note: open-air barbeques are subject to provisions stated elsewhere in this chapter). Presetting of tables with utensils, glasses, napkins, condiments, etc., is prohibited. All outdoor dining exterior surfaces shall be easily cleanable and shall be kept clean at all times by the business owner. Restrooms for the outdoor dining shall be provided in the adjoining indoor restaurant, and the outdoor dining seating capacity shall be included to determine the restroom requirements of the indoor restaurant.

Downtown Specific Plan

SPECIAL USES

- 10) Trash storage areas for the outdoor dining shall not be permitted on public property. The business owner shall remove all trash and litter as it accumulates. The business owner shall be responsible for maintaining the outdoor dining area, including the sidewalk surface and furniture, as well as adjacent areas, in a clean and safe condition.

- 11) Outdoor dining hours of operation shall be identical to those of the indoor restaurant, unless reduced by the approved Plot Plan conditions of approval. Tables, chairs, and all other furniture used in the operation of an outdoor cafe shall be removed from the public property areas and stored indoors whenever the restaurant is not in operation.



- 12) Outdoor dining area square footage that does not a) impact required parking and b) exceed 50% of the inside seating area square footage shall not require additional parking, except for provisions outlined in Vehicle Parking Districts #1 and #2.

- 13) The City shall have the right and power, acting through the City Manager or his designee, to prohibit the operation of outdoor dining within public property areas at any time because of anticipated, or actual, conflicts. Such conflicts may arise from, but are not limited to, scheduled special events, repairs to public property areas, and/or emergencies which might occur in the area. To the extent possible, the business owner shall be given prior written notice of any time period during which the operation of the outdoor dining would be prohibited by the City. Any failure to give prior written notice shall not affect the right and power of the City to prohibit the outdoor dining's operation at any particular time.

d. Alcohol Service Requirements

Areas established for outdoor dining may serve only food and beverages prepared or stocked for sale at the adjoining indoor restaurant, provided that the service of beer and/or wine, solely for on-premises consumption by customers within the area of the outdoor dining has been authorized by the Community Development Director as part of the site plan approval. Each of the following requirements also shall be met:

Downtown Specific Plan

SPECIAL USES

- 1) Any area authorized for outdoor dining within public property areas shall be identified in a manner approved by the Community Development Director which clearly separates and delineates it from public property areas to remain open for public use.
- 2) The outdoor dining operation shall be duly licensed, or prior to the service of any beer and/or wine at the cafe shall be duly licensed by State authorities to sell beer and/or wine, or both, for consumption within the outdoor dining area.



- 3) Outdoor dining within public property areas in which alcohol would be served shall be separated physically from public use areas by appropriate fencing/barriers approved by the Community Development Director as part of the site plan approval process. Required fencing/barriers shall be a minimum of 3 feet in height, but not to exceed 4 feet in height, and shall not be permanently fixed to the public property area. Fencing/barriers shall be made of durable materials, self-supporting and weighted to withstand overturning by wind or contact, and complement the design of the structure. Typical materials include, but are not limited to, wrought iron, post-and-chain, planters, or picket fencing.

e. Findings and Conditions

The Community Development Director shall make findings that the proposed operation meets the limitations of this section in connection with approval of any outdoor dining. The Community Development Director may impose such conditions in granting approval, as deemed needed to assure that the proposed outdoor dining would meet the operating requirements and conditions set forth in this section and to ensure that the public safety and welfare would be protected.

f. Revocation

The right to operate outdoor dining operations may be revoked by the Community Development Director upon a finding that one or more conditions of this section have been violated, or that the outdoor dining is being operated in a manner which constitutes a nuisance, or that the operation of the outdoor dining unduly impedes or restricts the movement of the public on public property areas.

g. Liability/Insurance

Any individual/business applying for outdoor dining within public property areas, with or without alcohol sales, shall agree to indemnify and hold harmless the City of Escondido in the event of any property damage or personal injury

Downtown Specific Plan

SPECIAL USES

that arises from any accident involving the use being located on public property. Proof of liability insurance, naming the City of Escondido as additionally insured shall be provided to the City prior to issuance of Encroachment Permit approval and shall provide that the policy shall not terminate, or be canceled, prior to the expiration date without 30 days advance written notice to the City.

2. OPEN-AIR BARBEQUES

a. Definitions

Open-air barbeque is a piece of equipment designed for barbequing food, where the food is prepared outdoors by cooking directly over hot coals, heated lava, hot stones, gas flame, or other method approved by the San Diego County Department of Environmental Health (DEH).

b. Limitations and Requirements

The provisions for permitting the long-term use of an open-air barbeque shall only apply to approved food facilities where the open-air barbeque is operated on private property, on the same premises as, in reasonable proximity to, and in conjunction with a permanent food facility that is approved for food preparation operating under the same business license.

- 1) The location and placement of the open-air barbeque shall be approved by the City prior to operation. Decorative features (i.e. screening walls, fencing, etc.) shall be incorporated into the design and/or placement of the open-air barbeque to enhance its appearance to the satisfaction of the City.
- 2) The open-air barbeque shall comply with California Retail Food Code requirements and DEH guidelines and shall obtain appropriate approvals from the DEH.
- 3) The open-air barbeque shall be subject to conditions including but not limited to size, location, venting, separation, orientation, hours of operation, etc. in order to minimize public nuisances related to smoke and odors in compliance with the performance criteria identified in Section 33-570(1) of the Escondido Zoning Code.
- 4) Open-air barbeque operations may be modified, suspended or revoked based on non-compliance with city standards and/or nuisance complaints.

Downtown Specific Plan

SPECIAL USES

3. OUTDOOR DISPLAY AND SALE OF MERCHANDISE

a. General Provisions

The long-term, permanent and/or regularly scheduled outdoor display and sale of merchandise shall be permitted in Downtown, subject to the provisions of Ordinance 92-43, Article 73 of the Escondido Zoning Code with the following exceptions:

b. Public Right-of-Way and/or Public Property



The outdoor display and sale of merchandise (including food) within the public right-of-way (i.e. streets and sidewalks) that is identical and accessory to items sold indoors to the adjacent establishment shall be limited to the items listed under "c. Private Property." The outdoor display and sale of merchandise (including food) within the public right-of-way that is not identical and accessory to items sold indoors to the adjacent establishment, and/or the display and sale of merchandise on other public property (i.e. municipal buildings, parks, public parking lots, etc. excluding the Center for the Arts), shall be allowed only in conjunction with special events specifically approved by the City. Outdoor display and sale of retail food and/or merchandise, including pushcarts, shall be permitted at the Center for the Arts, subject to specific criteria approved by Resolution of the City Council. (Note: open-air barbeques are subject to provisions stated elsewhere in this chapter)

c. Private Property

The outdoor display and sale of the following merchandise on private property shall be permitted in Downtown, if permitted by the underlying district in which the associated business is located and identical and accessory to items sold indoors of the establishment requesting the permit for outdoor display and sale:

- Antiques
- Artwork
- Bicycles
- Books
- China and Glassware
- Clothing
- Crafts
- Flowers and Plants (to include seasonal /Christmas trees)
- Food Sales (Note: open-air barbeques are subject to provisions stated elsewhere in this chapter)
- Jewelry
- Newspaper, and Magazines
- Shoes
- Sporting Goods



Downtown Specific Plan

SPECIAL USES

The outdoor display and sale of merchandise on private property not identical and accessory to items sold indoors of the establishment requesting the permit shall not be allowed within the Downtown Specific Planning Area, except for special events specifically approved by the City.



4. *SPECIAL EVENTS*

a. General Provisions

Special events shall include the temporary use of public property, including, but not limited to, streets, sidewalks, municipal parking lots, public open space areas, and publicly-owned property, and parks, or the temporary use of private property including but not limited to private parking lots, open space areas, building rooftops and/or vacant lots, etc. (excluding events held within enclosed buildings and/or in outdoor dining areas). Special events are for the purpose of conducting a public, private and/or City-sponsored single event, or re-occurring activity involving a specified duration (i.e. parade, concert, farmer's market, sales/promotional activity, or special enterprise or occasion, etc.) approved by the City

b. Public Right of Way and/or Public Property Special Events

Special events on public property as described above shall be subject to the provisions of Chapter 16, Article 4 (Special Events) of the Municipal Code.

c. Private Property Special Events

Special events, on private property that occur in private parking lots, open space areas, on building rooftops and/or vacant lots, etc. (excluding events held within enclosed buildings and/or in outdoor dining areas) shall require issuance of a Temporary Use Permit. Parking requirements for such special events shall be determined by the Director of Community Development on a case-by-case basis subject to the anticipated need and availability of parking in the vicinity.

Downtown Specific Plan

SPECIAL USES

5. NEWSPAPER VENDING BOXES



Newspaper vending boxes are allowed within the Downtown Specific Plan Area subject to the provisions of Article 15 of the Escondido Municipal Code. An encroachment permit shall be required for all newspaper vending boxes located within the public right-of-way.

Downtown Specific Plan

IMPLEMENTATION & ADMINISTRATION

VIII. IMPLEMENTATION AND ADMINISTRATION

A. PURPOSE STATEMENT

The Escondido Downtown Area Specific Plan sets forth a variety of implementation measures in the form of policies, land use and development regulations, design principles, and guidelines. This Interim Downtown Specific Plan affects private property primarily through regulation of land uses and physical property improvements. Implementation of these regulations shall be achieved largely through the planning approval and design review process utilizing the decision-making authority of the Planning Commission and City Council.



All construction and development within the Specific Plan Area shall comply with the provisions of the Interim Downtown Specific Plan. If any issues arise which are not covered by this document, the most applicable provisions of the Escondido Zoning Code shall prevail, as determined by the Community Development Director.

1. DESIGN REVIEW AND PERMIT PROCESS

All new construction and work on the exterior of a building, or site, in the Specific Plan Area (including signs, but excluding minor repairs) shall require design review by staff and/or by the Historic Preservation Commission and/or Planning Commission pursuant to Figure VIII-1, to determine conformance with the design guidelines and policies provided in this document. Determinations by the Director of Community Development may be appealed to the Planning Commission. The Historic Preservation Commission and Planning Commission decisions may be appealed to the City Council. The design review and permit process shall include the following steps:

- a. **Initial Meetings** - Meet with the Planning Division staff to discuss plans and any documentation which illustrates the proposed work.
- b. **Application Submittal** - Submit the plans to the Planning Division. Staff shall review the project for compliance with this document and to determine completeness.

Downtown Specific Plan

IMPLEMENTATION & ADMINISTRATION

- c. **Minor projects** - Projects which include restoration, exterior changes to the structures, exterior painting, minor demolitions, minor changes to the site (grading, paving, landscaping, etc.), and placement or removal of exterior objects, shall be reviewed by the Planning Division staff for compliance with this document. Staff may refer projects to the Historic Preservation Commission and/or Planning Commission. Staff will issue a Certificate of Appropriateness if the project complies with the guidelines.
- d. **Major projects** - Projects including all new construction (primary structure, outbuildings, additions), demolition, relocation, significant changes to the site (grading, paving, landscaping, etc.), public right-of-way improvements, any project requiring a Plot Plan Approval, including minor plot plan review for the conversion of existing or vacant automobile dealerships to a new, substantially different use, or a Conditional Use Permit, will be reviewed by staff or the Planning Commission who will review the project based on the design guidelines outlined in this document and either:
- Issue a Recommendation of Approval or Conditional Approval; or
 - Disapprove the proposed work and provide the applicant with a written statement either giving the reasons for disapproval; or identifying recommended modifications to the proposed work.
- e. **Projects Requiring Building Permits** - New construction, additions, exterior changes to a structure, demolition, relocation, placement or removal of exterior objects, shall be submitted to the Building Division for permit issuance. The Building Division shall route the plans to the Engineering Division to determine necessary public improvements if the value of the work exceeds preset standards. The Building Division shall issue a Building Permit or return the plans to the applicant for necessary modifications.
- f. **Projects Requiring Grading Permits** - Projects that require a Grading and/or an Encroachment Permit shall be submitted for review by the Engineering Division. An Encroachment Permit shall be required for any work within the public right-of-way, such as driveways, curb cuts, sidewalks, curb and gutter, as well as street pavement.



Downtown Specific Plan

IMPLEMENTATION & ADMINISTRATION

- g. Project Completion** - The Building Inspector shall check the work for compliance to the approved plans upon completion of the project.

2. PUBLIC HEARING PROCESS

Projects that require a Public Hearing, such as a Conditional Use Permit or Planned Development application, shall be scheduled for Planning Commission consideration (and City Council, as appropriate). The Planning Commission (and City Council, as appropriate) shall:

- a. Approve, or conditionally approve, the project** - The applicant shall be provided with a list of applicable conditions.
- b. Disapprove the project** – The applicant shall be provided with a written statement giving the reasons for disapproval.

3. SPECIFIC PLAN AMENDMENT INITIATION

Projects that require a Specific Plan Amendment shall be scheduled for City Council for initiation prior to formal application submittal. The City Council shall consider whether the requested amendment satisfies the criteria identified in Chapter I Section C of the Downtown Specific Plan Strategic Goals as well as the General Provisions identified in Chapter III, Section C. The City Council shall:

- a. Initiate the amendment** - Staff shall receive the project for processing. Projects initiated for processing shall be evaluated by the the Planning Commission prior to formal City Council consideration, or
- b. The initiation request shall be denied.**

Downtown Specific Plan

IMPLEMENTATION & ADMINISTRATION

Figure VIII-1
ACTIVITY CONSTRUCTION REVIEW PROCESS

Type of Work to be Done:	COA Required Reviewed by: Staff HPC/PC	Building Permit Issued by: Bldg. Div.	Engineering Permits Issued by: Engin. Div.
<u>New Construction:</u>			
Primary Structure	X	X	
Accessory Structures	X	H	X
Additions (including porch enclosures, dormers, etc.)	X	H	X
Additions to Commercial Properties	X	H	X
<u>Removal, Demolition</u>	X	H	
<u>Relocation</u>	X	H	X
<u>Exterior Changes to the structure and material restoration changes:</u>			
Architectural details and decorative elements: (fish scale, shingles, dentils, shutters, siding, brick, stucco, metal, roof material, porches, columns, cornices, trim, railing, ornamentation, etc.)	X	H	X
Painting – exterior	X		
Roofs (changes in shape, eaves, ornament)	X ¹	H	X
Staircases, steps (exterior)	X ¹	H	X
Doors	X		X
Windows, skylights	X		X
Mechanical systems (roof top and window units, exhaust fans, vents)	X ¹	H	X
Storm windows, doors, security grills	X		X
Satellite dishes	X		X
Solar collectors	X		X
<u>Changes and modifications to the site:</u>			
Grading	X		X ²
Parking lots (pavement and landscaping)	X		X ²
Surface paving	X		
Landscaping	X ¹		
Public right-of-way improvements (curb & gutters, sidewalks, street paving, driveways, curb cuts, street furniture, outdoor dining areas, etc.)	X		X ³
	X		X ³
Swimming pools	X		
Light fixtures	X		
Removal of specimen vegetation	Pursuant to Article 55, Sections 33-1068A – 33-1069		
<u>Signs</u>	X		
<u>Fencing walls, retaining walls</u>	X	X ⁴	

X = Review required for all buildings

H = Review required for properties listed on the City's Historic Local Register only.

1. Review required for all structures EXCEPT single-family residences NOT on the Historic Local Register.
2. Grading Plan Approval and Grading Permit required for over 1 foot of fill, over 2 feet of cut, or over 200 cubic yards.
3. Encroachment Permit required for any work in the public right-of-way.
4. Fences over 6' high, retaining walls over 3' high.
5. Staff may refer projects to the Design Review Board.

Downtown Specific Plan

IMPLEMENTATION & ADMINISTRATION

Figure VIII-2

CONSIDERATION FOR PREVIOUSLY FILED OR APPROVED PROJECTS

Projects that have formally submitted, or have been approved, prior to the adoption of the Interim Specific Plan, are eligible to retain their parking designs and requested incentives for consideration as prescribed in the previously adopted Specific Plan as follows:

Compact Car Parking Spaces:

The requirement for compact car parking spaces shall be as follows:

- a. A maximum of fifty (50) percent of the required parking in an office district may be provided with compact car spaces when the compact spaces are posted as employee-only parking.
- b. The size of these compact spaces may be reduced to 7'6" x 15'0"; the parking spaces shall remain at 8'6" x 18'0".

Lot Consolidation Incentive:

Number of Lots Consolidated	Incentive Bonus
2 to 3 lots	10% reduction in parking
4 to 7 lots	15% reduction in parking





An Alternative Development Scenario for San Diego County

A Report Prepared on Behalf of the Cleveland National Forest Foundation

Prepared by Larry Orman, Executive Director

June 9, 2010

Contents

1. Introduction
 2. Key Information Elements
 3. Alternative County Growth Scenario
 4. Visualizing Residential Development
- Maps: Allocation from County; Capacity of Cities
- Appendices

Summary

In order to protect natural systems and rural landscapes, as well as to ensure urban growth occurs primarily in incorporated areas, it is reasonable for the County of San Diego to consider a growth alternative in its General Plan process that reduces by approximately two-thirds the number of housing units current proposed for unincorporated areas and to re-allocate these units to cities within the County. Such a scenario would, by 2030, still leave substantial residential capacity in cities for future growth needs.

1. INTRODUCTION

The purpose of this project is to provide an assessment of whether it is reasonable to shift significant anticipated growth from unincorporated areas of San Diego County into existing cities in the County, in order to lessen pressure on important natural resources, reduce sprawl and foster compact and more sustainable development. This memorandum outlines the findings of this assessment.

The San Diego County proposed General Plan Update has been used, in consultation with CNFF, to determine what growth might be redirected. Data from the San Diego Association of Governments (SANDAG), has been used to assess the feasibility of allocating that increment of growth to existing cities.

GreenInfo Network is a non-profit organization founded in 1996 to support other public interest organizations and public agencies with computer mapping and related information technology. Using Geographic Information Systems (GIS) software and other tools, GreenInfo Network aides approximately 80 groups a year on a wide range of projects, covering environmental protection, land use, social justice, public health and other matters. With its twelve professional staff, GreenInfo Network has assisted over 300 organizations and agencies since its founding.

GreenInfo Network has background in the issues described in this report, including extensive work on a recent infill model for the San Francisco Bay Area and the expertise of its Executive Director, Larry Orman, who has considerable experience in local and regional land use planning.

2. KEY INFORMATION ELEMENTS

San Diego County is fortunate to have a large amount of very competent geographic and demographic data to support land use planning. In particular, SANDAG , uses extremely robust GIS data and growth modeling that allow very effective review and assessment of the type conducted for this project. Their data and other sources used include the following:

1. San Diego County Draft General Plan Update: The draft plan provided the numbers of people and dwelling units proposed for each unincorporated community, or planning area, in the County. Cleveland National Forest Foundation (CNFF) has determined that approximately 66 percent of this growth can be redirected to cities from these unincorporated areas, ensuring that substantial gains would be possible in resource protection, sprawl avoidance and urban sustainability. See Appendix 1, CNFF memorandum dated May 27, 2010.

2. SANDAG Population projections: SANDAG maintains population projections for the entire County. Its most recently adopted version is its 2050 series (February 2010), which was used in determining future projected growth in incorporated areas. An explicit reference to the primary data table used is noted in the Appendix title page at the end of this report. Information and data about the 2050 projections is available thru the SANDAG web site:

<http://www.sandag.org/index.asp?projectid=355&fuseaction=projects.detail>

It should be noted that SANDAG's 2050 projection series and the County's projections differ somewhat by 2030, with SANDAG showing slightly more growth in the unincorporated area . The County General Plan EIR suggests that the SANDAG 2050 series will be closer to the County's estimate (the SANDAG 2050 projections were published mid-way through the development of this report). However, in this project, we use the County data to define the units to be allocated from the unincorporated areas, and SANDAG for the city data, to better match any data on unincorporated areas to what the County itself is using.

3. Residential Land Inventory: The third major source of data used in this assessment was the SANDAG Employment and Residential Land Inventory ("Inventory"), published in September 2009. This Inventory is attached to this report as Appendix 3. This extensive SANDAG project assessed the residential and employment capacity of every parcel ownership in the County, using existing City general plans as the primary factor to determine what each parcel might be capable of holding in the future. Our report relies upon the Inventory's residential capacity data and does not assume any changes in use of land for employment purposes.

The SANDAG Inventory looks only at parcel-based site capacity. Issues of infrastructure, traffic and other factors were not assessed in great detail. However, since the Inventory uses adopted general plans as a key element in defining capacity, it can be reasonably assumed that such constraints and factors have effectively been taken into account.

The Inventory has two major information elements: (a) an estimation of capacity without regard to time frame; and (b) a stratification of that capacity into short, intermediate and longer

term categories based on market timing and related factors. This report does not assess the timing of the growth allocated from the unincorporated areas to the cities (in part because the amount allocated to each city ended up being a relatively small percent of its overall capacity).

The Inventory is extremely detailed and has been extensively reviewed by a multi-interest task force and through map and data review with every city. Most of the future residential capacity the Inventory defines was based on existing City general plans with some adjustments that were agreeable to the cities (information in this paragraph confirmed in phone call with Marney Cox, SANDAG on 2/9/10; see also Page 50 of the Inventory which notes this involvement by local jurisdictions. It is also worth noting that the Employment and Residential Inventory Report was developed by a broadly representative project task force of 37 people from government and the private sector, among them representatives of 13 of the county's 17 cities).

The Inventory was being developed at the same time new projections ("Series 12", the 2050 projections) were being prepared. Because of the many variables involved in both efforts, the Inventory report underscores that its capacity estimates are just that – estimates, and at a particular point in time. The Inventory report also cautions against comparisons of the forecast and the Inventory (page 55), given that different factors are used in each set of numbers. However, the Inventory remains a highly researched data set and is indeed the only resource for any assessment of development capacity in relation to future demands from population growth and change. It is for this reason that the Inventory estimates of future capacity are used in this report to show the approximate scale of how much residential capacity might remain at different growth projections or allocations.

While the Inventory suggests a great deal of capacity for reuse of existing developed areas along with some new, higher densities on vacant land, history shows that many plan-defined densities end up being somewhat reduced when projects are actually built. However, it is also the case that communities generally, and many in San Diego in specific, have been significantly increasing the amount of residential development allowed in many areas in the past few years and it is likely, according to SANDAG staff, that some cities may adopt new plans that allow for even more capacity than indicated in the Inventory.¹

Finally, it is worth noting that the Inventory report (page 1-2) itself emphasizes the goal of channeling much of the region's future growth into existing incorporated areas:

The RCP [Regional Comprehensive Plan by SANDAG] contains a long-term vision for the San Diego region, expressed in a malleable framework in which local and regional decisions will be made over time to improve our quality of life. To achieve this goal, the RCP is based on the premise of change; we must plan for our future differently than we have our past for the reasons listed in the elements of the RCP. For example, the vision is to create an urban form comprised of sustainable and balanced communities with a high quality of life.

To help achieve the vision's goals, local jurisdictions, acting together as SANDAG, have endorsed an urban form that channels much of the region's future growth into existing urban (primarily incorporated) communities, preserving and protecting the lifestyle and sensitive environment of our rural (primarily unincorporated) areas. One outcome of this change would be that an increasing

¹ Chula Vista, Oceanside and Vista are a few of the cities that are taking actions to create livable transit oriented communities.

proportion of our growth will likely occur as redevelopment and urban infill. Thus, the data in this report provides a unique snapshot as well as insight into how prepared the region is today to accommodate the RCP vision of a new urban form.

In addition to this data and these analyses, GreenInfo Network made use of a number of other SANDAG GIS data sets, including the parcel layer, transportation system, community planning area boundaries and others. This data was used for visual display and review; no spatial analysis was performed.

Finally, as part of the project, GreenInfo Network reviewed SANDAG meeting agendas and minutes relating to the San Diego County General Plan Update, the Employment and Residential Land Inventory project, and related information posted on the SANDAG web site.

3. ALTERNATIVE COUNTY GROWTH SCENARIO

Is it reasonable to consider redirecting into cities two-thirds of housing unit growth projected for the unincorporated areas?

This is the key question that this report seeks to answer.

The method used in testing whether this growth scenario is reasonable consisted of the following steps:

1. Identify the residential units to be allocated AWAY from each unincorporated planning area (66% of the proposed number of residential units in the County General Plan Preferred Alternative). This calculation was prepared by CNFF; the methodology and assumptions are described in Appendix 1. *Map 1 shows the location of units to be reallocated to cities.*
2. Identify the 2030 projected NEW residential units for all cities (incorporated areas) from the SANDAG 2050 projections (2030 appears to best correlate with the time horizon of the County's draft General Plan).
3. ASSIGN the units in (1) to each city, proportionate to each city's percent of the total unit capacity as identified in the 2009 Residential and Employment Inventory. Note: this capacity is not time dependent; it is simply the total number of units that could be built under the planning and other conditions operative at the time of the Inventory (2008-09).
3. ADD the 2030 city projections and the assigned units to arrive at each city's total 2030 residential unit allotment.
3. SUBTRACT the 2030 total units from each city's CAPACITY, as defined in the Inventory.
4. Review the REMAINING Inventory capacity for each city, to determine: (a) the share of total unit capacity represented by the allocation of units from county planning areas; and (b) the remaining capacity after this allocation. *See Map 2 which identifies these capacities.*

CONCLUSION: Applying these steps, as indicated in the three tables that follow, shows that almost all cities* in San Diego County have substantially more residential capacity than demand by 2030, even with the additional allocation of units from the County. Removing 47,500 units from the County and redirecting them to cities still leaves the cities of the County with 158,000 units of residential capacity for future growth beyond 2030.

This strongly indicates that a scenario using this approach would be entirely reasonable in the County's process of developing its general plan. See Map 2, later, which illustrates this conclusion.

**The City of Del Mar is an exception, with no units assigned, due to its very small unit capacity.*

THE ALLOCATING RESIDENTIAL UNITS PROPOSED IN DRAFT COUNTY GENERAL PLAN FROM COUNTY UNINCORPORATED AREAS

Parameter	Unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434	2435	2436	2437	2438	2439	2440	2441	2442	2443	2444	2445	2446	2447	2448	2449	2450	2451	2452	2453	2454	2455	2456	2457	2458	2459	2460	2461	2462	2463	2464	2465	2466	2467	2468	2469	2470	2471	2472	2473	2474	2475	2476	2477	2478	2479	2480	2481	2482	2483	2484	2485	2486	2487	2488	2489	2490	2491	2492	2493	2494	2495	2496	2497	2498	2499	2500	2501	2502	2503	2504	2505	2506	2507	2508	2509	2510	2511	2512	2513	2514	2515	2516	2517	2518	2519	2520	2521	2522	2523	2524	2525	2526	2527	2528	2529	2530	2531	2532	2533	2534	2535	2536	2537	2538	2539	2540	2541	2542	2543	2544	2545	2546	2547	2548	2549	2550	2551	2552	2553	2554	2555	2556	2557	2558	2559	2560	2561	2562	2563	2564	2565	2566	2567	2568	2569	2570	2571	2572	2573	2574	2575	2576	2577	2578	2579	2580	2581	2582	2583	2584	2585	2586	2587	2588	2589	2590	2591	2592	2593	2594	2595	2596	2597	2598	2599	2600	2601	2602	2603	2604	2605	2606	2607	2608	2609	2610	2611	2612	2613	2614	2615	2616	2617	2618	2619	2620	2621	2622	2623	2624	2625	2626	2627	2628	2629	2630	2631	2632	2633	2634	2635	2636	2637	2638	2639	2640	2641	2642	2643	2644	2645	2646	2647	2648	2649	2650	2651	2652	2653	2654	2655	2656	2657	2658	2659	2660	2661	2662	2663	2664	2665	2666	2667	2668	2669	2670	2671	2672	2673	2674	2675	2676	2677	2678	2679	2680	2681	2682	2683	2684	2685	2686	2687	2688	2689	2690	2691	2692	2693	2694	2695	2696	2697	2698	2699	2700	2701	2702	2703	2704	2705	2706	2707	2708	2709	2710	2711	2712	2713	2714	2715	2716	2717	2718	2719	2720	2721	2722	2723	2724	2725	2726	2727	2728	2729	2730	2731	2732	2733	2734	2735	2736	2737	2738	2739	2740	2741	2742	2743	2744	2745	2746	2747	2748	2749	2750	2751	2752	2753	2754	2755	2756	2757	2758	2759	2760	2761	2762	2763	2764	2765	2766	2767	2768	2769	2770	2771	2772	2773	2774	2775	2776	2777	2778	2779	2780	2781	2782	2783	2784	2785	2786	2787	2788	2789	2790	2791	2792	2793	2794	2795	2796	2797	2798	2799	2800	2801	2802	2803	2804	2805	2806	2807	2808	2809	2810	2811	2812	2813	2814	2815	2816	2817	2818	2819	2820	2821	2822	2823	2824	2825	2826	2827	2828	2829	2830	2831	2832	2833	2834	2835	2836	2837	2838	2839	2840	2841	2842	2843	2844	2845	2846	2847	2848	2849	2850	2851	2852	2853	2854	2855	2856	2857	2858	2859	2860	2861	2862	2863	2864	2865	2866	2867	2868	2869	2870	2871	2872	2873	2874	2875	2876	2877	2878	2879	2880	2881	2882	2883	2884	2885	2886	2887	2888	2889	2890	2891	2892	2893	2894	2895	2896	2897	2898	2899	2900	2901	2902	2903	2904	2905	2906	2907	2908	2909	2910	2911	2912	2913	2914	2915	2916	2917	2918	2919	2920	2921	2922	2923	2924	2925	2926	2927	2928	2929	2930	2931	2932	2933	2934	2935	2936	2937	2938	2939	2940	2941	2942	2943	2944	2945	2946	2947	2948	2949	2950	2951	2952	2953	2954	2955	2956	2957	2958	2959	2960	2961	2962	2963	2964	2965	2966	2967	2968	2969	2970	2971	2972	2973	2974	2975	2976	2977	2978	2979	2980	2981	2982	2983	2984	2985	2986	2987	2988	2989	2990	2991	2992	2993	2994	2995	2996	2997	2998	2999	3000
-----------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

¹⁰Source: San Diego County Draft General Plan/Draft EIS, pp. 3-41-44, 2.3.3-23, 27; Central National Forest Foundation (CNFF). The County General Plan does not define specific data for its category, "Total flow," as measured by 2010.

ALLOCATION OF UNINCORPORATED GROWTH INCREMENT TO CITIES

[illegible]

Source: SAMNAG 2000 pop. prop., Empty & Res Land Inventory 2009 ("midpoint calculation"); ** Del Mar showed less capacity than SAMNAG projection

4. VISUALIZING DEVELOPMENT CALLED FOR INFILL SCENARIO

The SANDAG Employment and Residential Inventory defines many types of residential growth in evaluating capacity. The following is a list of five general residential types that applied to the cities of San Diego in this assessment:

- Infill development of some single family and multi-family sites
- Redevelopment/conversion of some single family sites to multi-family units
- Conversion of some middle home parks to single family or multi-family unit development
- Conversion of some employment sites to residential or mixed uses
- Development of vacant land – single family, multifamily or mixed use development on “greenfield” sites that are currently undeveloped

These types of residential development are all common in San Diego and most California metropolitan areas, where urban housing is being built at rising densities.

The Alternative Growth Scenario outlined in this report is, like most of the SANDAG Regional Comprehensive Plan, based on these types of housing growth as defined more fully in the Employment and Residential Inventory report. The adjacent figure, entitled 25th and Commercial Street Station, provides a visual representation of this type of infill development. This graphic shows the particular parcels and their residential capacities, around a potential transit station just east of downtown San Diego.

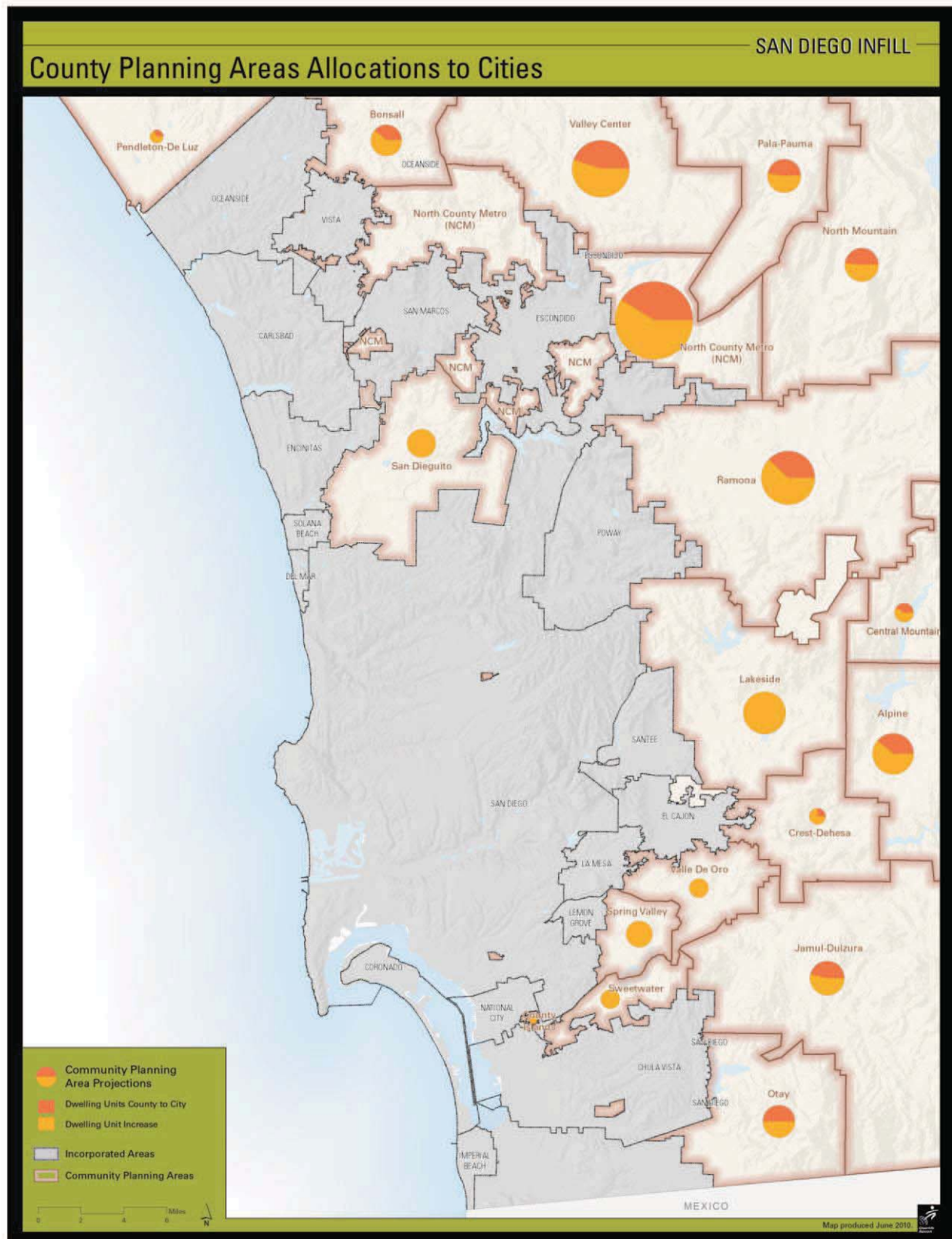
The simulation presented on the following page provides an example of how a typical suburban corridor could be redeveloped with urban scale housing and retail/commercial uses. These simulations are widely used to help policy makers and citizens alike realize the great transformations that can turn currently desolate areas into vibrant urban places.



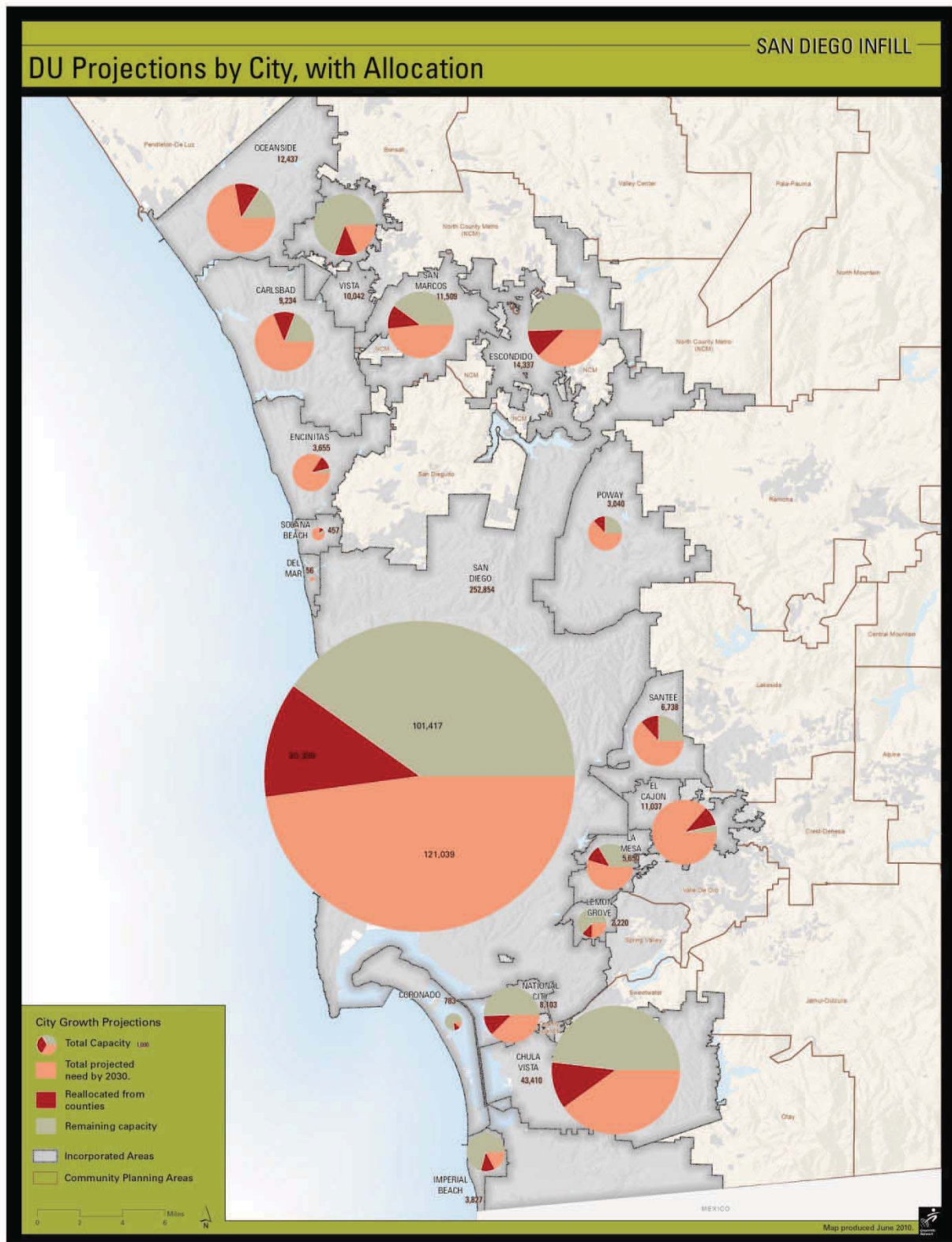
Simulation of how a commercial street might be developed into an urban center (simulation by Urban Advantage – www.urbanadvantage.com)



MAP 1 – Dwelling Units in County Planning Areas - Allocated to cities, retained as County projection



MAP 2 – Dwelling Unit Capacities in Cities (showing allocations from County planning areas)



APPENDICES TO REPORT

Appendix 1:

Method for Re-Allocation of County Residential Units

Prepared by Duncan McFetridge and Crystal Mohr on behalf of the Cleveland National Forest Foundation
May 27, 2010

Appendix 2: (Excel table not included, available for public download as noted)

SANDAG 2050 Growth Projections

Excel data tables from the 2050 projections – available from: <http://datawarehouse.sandag.org/>

Primary table used: **Cities and the Unincorporated Area.xls**

Prepared by SANDAG staff

February 2010

Appendix 3:

2009 Employment and Residential Land Inventory and Market Analysis

SANDAG

September 30, 2009

Attachment D – Table 4-1 from DEIR Chapter 4 Project Alternates

TABLE 4-1
LILAC HILLS RANCH CEQA ALTERNATIVES

	Project	Alternative											
		1			2			3			4		
		No Project - No Development			Existing Legal Lots			GPU Consistency			Reduced Footprint		
Land Use	Gross Acreage	Units/ Sq. Ft.	Gross Acreage	Units/ Sq. Ft.	Gross Acreage	Units/ Sq. Ft.	Gross Acreage	Gross Acreage	Units/ Sq. Ft.	Gross Acreage	Gross Acreage	Units/ Sq. Ft.	Reduced Intensity
Single-family Detached	158.8	903	608	16	608.8	49	351.4	110	142.1	783	275.5	881	2.2C (Hybrid)
Single-family Senior	75.9	468	0	0	0	0	0	0	71.1	468	0	0	Gross Acreage
Single-family Attached	7.9	164	0	0	0	0	0	0	0	0	0	0	Gross Acreage
Commercial/Mixed-use	15.3	211	0	0	0	0	0	0	6	0	5.6	0	Gross Acreage
Water Reclamation	2.4	0	0	0	0	0	0	0	2.4	0	2.4	0	Gross Acreage
RF/Trailhead	0.6	0	0	0	0	0	0	0	0	0	0.6	0	Gross Acreage
Detention Basin	9.4	0	0	0	0	0	0	0	5.4	0	5.5	0	Gross Acreage
School Site	12.0	0	0	0	0	0	0	0	9	0	0	0	Gross Acreage
Private Recreation	2.0	0	0	0	0	0	0	0	0	0	0	0	Gross Acreage
Group Residential/Care	6.5	0	0	0	0	0	0	0	0	0	0	0	Gross Acreage
Institutional	10.7	0	0	0	0	0	0	0	10.7	0	10.7	0	Gross Acreage
Park - HOA	11.8	0	0	0	0	0	0	0	10	0	3.0	0	Gross Acreage
Park - Dedicated to County	12.0	0	0	0	0	0	0	0	6	0	9.0	0	Gross Acreage
Biological Open Space	103.6	0	0	0	0	0	256.6	0	168.8	0	102.7	0	Gross Acreage
Non-circulating Road	45.70	0	0	0	0	0	0	0	45.7	0	41.5	0	Gross Acreage
Circulating Road	37.6	0	0	0	0	0	0	0	37.6	0	21.5	0	Gross Acreage
Common Areas/Agriculture	20.2	0	0	0	0	0	0	0	20.2	0	65.0	0	Gross Acreage
Manufactured Slopes	67.5	0	0	0	0	0	0	0	67.5	0	65.0	0	Gross Acreage
TOTAL	608.0	1,746	608	16	608.0	49	608.0	110	608	1251	608	881	Gross Acreage

sq. ft. = square feet

HOA =homeowners association